MONTGOMERY NEWS CO., MONTGOMERY, ALA.

NO. 2CH-229

ORDER NO. 72121

DATE 2-11-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

STATE COLISEUM, ALABAMA
AGRICULTURAL CENTER, MONTGOMERY,
ALA.

PRIVATE # BEFORE TITLE: M-44

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW CLIPPING ATTACHED TO PHOTO FOR COLOR INSTRUCTIONS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION!

2 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 13 1952	FEB 15 1952
SKETCH				
RETOUCHING		5	FEB 18 1952	FEB 25 1952
REPHOTO				
PHOTO-LITHO			FEB 26 1952 APR 10 1952	MAR 6 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1 3/4		
ARTIST DEPT.		10 1/2		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

MAKEOVER

MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	Time
RETOUCHING	1
PHOTO-LITHO	
COMPOSING	
ART DEPT.	
STRIPPING	

Time Recorded in Cost Dept.

By

MAKEOVER

MAKEOVER

MAKEOVER

APR 18 1952

APR 10 1952

MAKEOVER

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH230 ORDER NO. 72315 DATE 2-11-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER STRAND HOTEL
CHICAGO, ILL.

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

STRAND HOTEL AND SHOW LOUNGE -
STRAND SHOW LOUNGE - ENTERTAINMENT
NIGHTLY

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH.

COLOR DESCRIPTION

FOLLOW SKETCH

RETURN PHOTO YES NO

PHOTO USED FOR

TO

3M—8-16-50

Red Impression

J830

2 Rephotos 5x7

L.O. 1
Ret. 7
Rm. L.C. 106 2¼
L.A. 12½

108 8-31-52

as quoted

(E)

NO. 2CH-231

DUVAL NEWS COMPANY, JACKSONVILLE, FLA.

ORDER No. 72123

DATE 2-11-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

JACKSONVILLE'S BUSY INTERSECTION
MAIN & ADAMS STS. LOOKING WEST

PRIVATE # BEFORE TITLE: 26.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP AS MARKED - FOLLOW TISSUE OVERLAY, ALSO CARD 9BH1017 ENCLOSED.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 12 1952	FEB 13 1952
SKETCH				
RETOUCHING		6½	FEB 19 1952	FEB 20 1952
REPHOTO				
PHOTO-LITHO				MAR 6 1952
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	
HAND COLOR PROOF	104	2¼		
ARTIST DEPT.		12¾		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

Red Impression

E

NO. 2CH-232

DUVAL NEWS COMPANY, JACKSONVILLE, FLA.
PHOTO BY DEANE'S STUDIO

ORDER NO. 72126

DATE 2-12-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER-BORDER

TITLE IN FULL

THE WORLD'S WIDEST OCEAN BEACH,
JACKSONVILLE BEACH, FLORIDA

PRIVATE # BEFORE TITLE: B-25.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION!

2 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 12 1952	FEB 13 1952
SKETCH				
RETOUCHING		3	FEB 19 1952	FEB 25 1952
REPHOTO				
PHOTO-LITHO				MAR 4 1952
BLUEPRINT STRIPPING, OPAQUING			FEB 26 1952	
HAND COLOR PROOF	107	1½		3-7-52
ARTIST DEPT.		9½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-233

DUVAL NEWS COMPANY, JACKSONVILLE, FLA.
PHOTO BY DEANE'S STUDIO

ORDER NO. 72126

DATE 2-12-52

25 M POST CARDS — C.T. ART COLORTONE — FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

"COME AND GET IT" AT JACKSONVILLE BEACH, FLORIDA

PRIVATE # BEFORE TITLE: B-20.

RETOUCHING AND COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

SEE NOTATION ON TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

2 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 12 1952	FEB 13 1952
SKETCH				
RETOUCHING	7	2½	FEB 19 1952	FEB 20 1952
REPHOTO				
PHOTO-LITHO			FEB 22 1952	MAR 4 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		3-7-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH-234 ORDER NO. 72132 DATE 2-12-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HOLLYWOOD APTS. & TRAILER PARK
ST. PETERSBURG, FLORIDA

12½ M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
HOLLYWOOD APTS. & TRAILER PARK
ST. PETERSBURG, FLORIDA
LAKE HOLLYWOOD

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CUT RECTANGULAR SQUARE AT CENTER AT BOTTOM INROAD AND INSERT COPY IN WHITE OR SUITABLE COLOR -

SUBMIT RETOUCHED PHOTO TO CUSTOMER art 3/5

FOLLOR TISSUE OVERLAY

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY

IN Large file

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

9868 Pt 7 107
AC 2 1-452
101 - 5-23-52 LW 11

Add'l Artwork
$ 9.00 net

NO. 2CH-235

SANBORN SOUVENIR CO., DENVER, COLO.

ORDER NO. 72135

DATE 2-12-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

#1249 - MONTANA TRAVEL CARD

PRIVATE # BEFORE TITLE: #1249

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

RETOUCHING AND COLOR DESCRIPTION

SEE ALL INSTRUCTIONS ON ATTACHED SHEETS.

SUBMIT SKETCH

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Colored Slt 6 hr

Slt Corr #1" + 3 hr

Corr - 1/4 hr

ATTENTION

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 14 1952	APR 15 1952
SKETCH		7		
RETOUCHING				APR 14 1952
REPHOTO				APR 29 1952
PHOTO-LITHO			APR 22 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	102	9	6/18/52	6/19/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

G 894

SANBORN SOUVENIR CO., DENVER, COLO.

NO. 2CH-236

ORDER No. 72135

DATE 2-12-52

12½ M POST CARDS | C.T. ART COLORTONE | FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

#2374 - A TRAVEL CARD.

PRIVATE # BEFORE TITLE: #2374

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 3 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

RETOUCHING AND COLOR DESCRIPTION

SEE ALL INSTRUCTIONS ON ATTACHED SHEETS.

SUBMIT SKETCH

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Colored Sht 6

Sht Corr + 5h

mk

correction 2 hrs

ATTENTION

2

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Blk Blue

Bel - Red + Blk. Impression

ESTIMATE AND WORK SCHEDULE

Executive OK of Estimate

By

Date

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 14 1952	APR 18 1952
SKETCH L.O.	2	7		APR 14 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 21 1952	april 23 1952
HAND COLOR PROOF	107	1 1/4		5-9-52
ARTIST DEPT.	107	1		5-9-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH237 ORDER NO. 72317 DATE 2-12-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER WITHERS VAN LINES
MIAMI, FLORIDA

6½ M BUSINESS CDS SIZE 3½ X 2 5/16 STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

(All of this on address side)
FRONT NO. NO R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

COLORINGS WILL BE SAME AS ON 8BH659, BUT RED IN FRONT OF VAN WILL HAVE TO BE #31 RED.

PHOTO USED FOR

RETURN PHOTO YES NO

Bus. Card.

X

3M—8-16-50

Rec. 6
Km. H.C. 106 1
L.A. 5
NS

as quoted

Mont

NO. 2CH -238

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

AIR VIEW, LOOKING SOUTH

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9BH154. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH Lo.		1/2		MAR 19 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	112	5½	5/6/52	5/6/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-239

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CENTRAL AVENUE AT NIGHT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1292. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH				MAR 19 1952
RETOUCHING	3			
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	APR 1 1952
HAND COLOR PROOF				
ARTIST DEPT.	108			5-8-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-240

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ERNIE PYLE'S HOME

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1291. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 1 0 1952	FEB 1 0 1952
SKETCH				MAR 1 9 1952
RETOUCHING	4	4		
REPHOTO				
PHOTO-LITHO			MAR 2 0 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	23	2		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-241

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CENTRAL AVENUE AND FOURTH ST.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1290. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 1 0 1952	FEB 1 0 1952
SKETCH		½		
RETOUCHING	3	½		MAR 1 9 1952
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 2 0 1952	
HAND COLOR PROOF				
ARTIST DEPT.		2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

E

NO. 2CH-242

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

KIWANIS POINT, SANDIA MTS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 5BH1381. MAKE NEW BLACK NEGATIVE
REDUCE COLOR PLATES.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				
SKETCH		1/2		MAR 19 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	102	2½	5/8/52	5/8/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-243

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER

TITLE IN FULL

LA MADERA SKI AREA, SANDIA MTS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 1CH167. MAKE NEW BLACK NEGATIVE
REDUCE COLOR PLATES.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH		½		
RETOUCHING	4	½		MAR 19 1952
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	104	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-244

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MUNICIPAL AIRPORT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM OCH546. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 13 1952	FEB 13 1952
SKETCH		½		MAR 19 1952
RETOUCHING	4	4		
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 3CH244

UNION DISTRIBUTORS, INC., RED BANK, N.J.

ORDER NO. 78100

DATE 2-17-53

12½ M POST CARDS C. T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

SHRINE OUR LADY OF FATIMA AND
SAINT CATHARINE CHURCH,
SPRING LAKE, N.J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SHRINE OUR LADY OF FATIMA (WHITE MARBLE)
ST. CATHARINE CHURCH (CHURCH IS GREY WITH COPPER DOME AND GOLD CROSSES)

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO NO

ENVELOPE PHOTO TICKET

ATTENTION

5 Subjects or [illegible] Please see to it that [illegible] or negatives are in [illegible] with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1953	FEB 19 1953
SKETCH				
RETOUCHING	2	3	FEB 20 1953	FEB 23 1953
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			FEB 25 1953	MAR 2 1953
HAND COLOR PROOF	1.5	1½		3-4-53
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-245

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

CENTRAL AVE. LOOKING EAST

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM OCH545. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 19 1952	FEB 18 1952
SKETCH		½		
RETOUCHING	4	½		MAR 19 1952
REPHOTO				APR 1 1952
PHOTO-LITHO			MAR 20 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-246

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

HOTEL HILTON

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9AH1260. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 10 1952	FEB [illegible]
SKETCH		½		
RETOUCHING	6	7		MAR 19 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	APR 1 1952
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-247

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE*FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

MEN'S DORMITORY, U. OF N. M.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM OCH679. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB [illegible]	FEB 10 1952
SKETCH		½		MAR 19 1952
RETOUCHING	4	½		
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-248

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE - FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

POST OFFICE AND FEDERAL BLDG.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1282. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 1 1952	FEB 16 1952
SKETCH 20		½		MAR 19 1952
RETOUCHING	4	¼		
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

F7

NO. 2CH-249

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

U. S. 66 ENTERING CITY FROM WEST

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1283. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 1 8 1952	FEB 1 8 1952
SKETCH		½		MAR 1 9 1952
RETOUCHING				
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 2 0 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-250

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ADMINISTRATION BLDG.,U. OF N.M.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1284. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 1 1 1952	FEB 1 9 1952
SKETCH LU		½		
RETOUCHING	4	½		MAR 1 9 1952
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 2 0 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-251

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

INDIAN BLDG. AND ALVARADO HOTEL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8AH2864. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 1[illegible] 1952	FEB 1[illegible] 1952
SKETCH		1/2		MAR 1 9 1952
RETOUCHING		1/2		
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 3 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	101	2½	5-14-52	5-15-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-252

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½x2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

AIR VIEW, U.S. 66 ~~TWO~~ FOUR LANE
HIGHWAY THROUGH TIJERAS CANYON

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 2CH-207. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				FEB 15 1952
SKETCH				
RETOUCHING				
REPHOTO				MAR 25 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 6 1952	
HAND COLOR PROOF				
ARTIST DEPT.	24	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-253

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

SANTA FE STREAMLINER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM OCH-59. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH		½		MAR 19 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-254

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE -FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CHURCH OF SAN FELIPE DE NERI,
OLD TOWN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 7AH1250. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 25 1952
SKETCH		½		
RETOUCHING	3	½		MAR 19 1952
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-255

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72140

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

FRANCISCAN HOTEL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM OBH211. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 1 [illegible]	FEB 1 8 1952
SKETCH	NO	½		MAR 1 9 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

E

NO. 2CH-256

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

TUCUMCARI MOUNTAIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 5AH2526. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH		½		
RETOUCHING	4	½		MAR 19 1952
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	108	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. [redacted] 2CH-257

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½x2½ ART COLORTONE - FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CONCHAS DAM, NORTH OF NEWKIRK

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 6AH2794. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH		½		MAR 19 1952
RETOUCHING	4	½		
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	107	2½		3-8-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-258

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

HIGHWAY 66 BETWEEN TUCUMCARI
AND SANTA ROSA ,

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 4BH1611. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				
SKETCH	10			MAR 1 9 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	105	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-~~259~~ 259

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

BLUE HOLE, U.S.FISH HATCHERY,
SANTA ROSA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM OBH1740. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 10 1952	FEB 10 1952
SKETCH	10	½		MAR 19 1952
RETOUCHING		½		
REPHOTO				APR 1 1952
PHOTO-LITHO			MAR 20 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	107	2½		5-8-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-260

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

U. S. 66 FOUR LANE HIGHWAY
THROUGH TIJERAS CANYON.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 2CH-208. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH				
RETOUCHING				
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 6 1952	MAR 20 1952
HAND COLOR PROOF				
ARTIST DEPT.	23	2		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-261

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE -FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CITY AND SANDIA MTS.,ALBUQUERQUE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9BH149. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 20 1952
SKETCH	P	½		MAR 19 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-262

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

OWL ROCK, WEST OF ALBUQUERQUE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1296. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH				MAR 19 1952
RETOUCHING				
REPHOTO				APR 1 1952
PHOTO-LITHO			MAR 20 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	23			

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-263

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ICE CAVES, S. W. OF GRANTS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9AH1259. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 11 1952	FEB 11 1952
SKETCH		½		MAR 19 1952
RETOUCHING	10	½		
REPHOTO				APR 1 1952
PHOTO-LITHO			MAR 20 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	105	2½		5-5-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-264

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CONTINENTAL DIVIDE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM OBH390. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 1[illegible] 1952
SKETCH		½		
RETOUCHING		½		MAR 19 1952
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	[illegible]	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-265

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ACOMA "THE SKY CITY"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 7BH558. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 11
SKETCH		½		MAR 19 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	24	½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-266

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ENCHANTED MESA, SOUTH OF LAGUNA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9AH1637. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH		1/2		
RETOUCHING		1/4		APR 9 1952
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	104	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-267

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

VOLCANIC LAVA, NEAR GRANTS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

~~IMPRINT~~ NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 1BH1683. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH	10	½		19 1952
RETOUCHING		¼		
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	102	2½	5/14/52	

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-268

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

INSCRIPTION ROCK, S. E. OF GALLUP

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9AH1273. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				
SKETCH		½		9 1952
RETOUCHING		¼		
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	APR 1 1952
HAND COLOR PROOF				
ARTIST DEPT.	105	2½		5-14-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-269

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

RED ROCKS NEAR GALLUP

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 5AH2525. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 10 1952	FEB 18 1952
SKETCH		½		MAR 19 1952
RETOUCHING		¼		
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-270

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

INTER-TRIBAL INDIAN PARADE,
GALLUP

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1321. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 16 1952	FEB 1[illegible] 1952
SKETCH				MAR 19 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				APR 1 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	108	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-271

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER No. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

SHIP ROCK, NORTH OF GALLUP

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9AH1642. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 18 1952	FEB 18 1952
SKETCH		½		MAR 19 1952
RETOUCHING		½		
REPHOTO				
PHOTO-LITHO				APR 3 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF				
ARTIST DEPT.	105	2		5-15-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-272

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
ALBUQUERQUE, N.M.

ORDER NO. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ZUNI POTTERY WOMEN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 8BH1318. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				
SKETCH		½		MAR 19 1952
RETOUCHING		½		
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	23	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-273

DISTRIBUTED BY SOUTHWEST POST CARD CO.
ALBUQUERQUE, N.M.

ORDER No. 72142

DATE 2-13-52

25 M MINIATURE VIEWS 3½ x 2½ ART COLORTONE-FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ROCK FORMATION, N.M. - ARIZ.
STATE LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9AH1271. MAKE NEW BLACK NEGATIVE

REDUCE COLOR PLATES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				FEB 18 1952
SKETCH		½		
RETOUCHING		½		MAR 19 1952
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	2d	2½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

E. MADCIFF, HERSHEY, PA.

NO. 2CH274

ORDER NO. 72335

DATE 2-14-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL THE LEWISTOWN HOSPITAL
LEWISTOWN, PA.

PRIV. # UPPER LEFT CORNER: 1

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

HOSPITAL - BRICK, ABOUT #23. WINDOW FRAMES - CREAM. FRONT ENTRANCE LIMESTONE AND CLEAR GLASS. WINDOW SHADES - TAN. WINDOW SILLS & BLDG. TRIM LIMESTONE. MAKE "LEWISTOWN HOSPITAL LEGIBLE. WALL AT LEF OF VIEW IS CONCRETE. MAKE ATTRACTIVE SKY. MACADAM ROAD. SLATE ROOF.
*NOT MUCH LANDSCAPING INTENDED.
*FLAGPOLE TO BE REMOVED.
*REMOVE CARS.

CROP FROM BOTTOM.

* USE BEST JUDGMENT.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 18 1952
SKETCH				
RETOUCHING	5	3	FEB 20 1952	FEB 25 1952
REPHOTO				
PHOTO-LITHO				MAR 7 1952
BLUEPRINT STRIPPING, OPAQUING			FEB 26 1952	
HAND COLOR PROOF	105	1½		
ARTIST DEPT.		9½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-275

JOHNSON NEWS AGENCY, MIDLAND, TEXAS

ORDER NO. 72155

DATE 2-14-52

12½M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

AIR VIEW, ODESSA, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION MAKE REPHOTO:

FOR COLORS SEE TISSUE OVERLAY.

RETURN PHOTO TO CHAMBER OF COMMERCE, ODESSA, TEXAS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on order for this customer. Please refer to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

5x7

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 18 1952
SKETCH				
RETOUCHING	2	4	MAR 20 1952	
REPHOTO			FEB 14 1952	FEB 15 1952
PHOTO-LITHO			MAR 25 1952	APR 3 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	116	2½		
ARTIST DEPT.		1		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer 8/28/52

NO. 2CH-276

JOHNSON NEWS AGENCY, MIDLAND, TEXAS

ORDER NO. 72155

DATE 2-14-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ODESSA HIGH SCHOOL, ODESSA, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION DAY VIEW:

REMOVE - STOP LIGHT AND WIRES. AIRBRUSH FOREGROUND LIGHTER AND MAKE BLUE SKY.

BUILDING IS LIGHT STONE.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ATTENTION

6

Subjects or order for this customer. Please see to it that all suns or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 1[illegible] 1952
SKETCH				
RETOUCHING		3[illegible]	MAR 20 1952	MAR - 8 1952
REPHOTO				
PHOTO-LITHO				APR 14 1952
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	107	1½		4-16-52
ARTIST DEPT.		8		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-277

JOHNSON NEWS AGENCY, MIDLAND, TEXAS

ORDER No. 72155

DATE 2-14-52

12½M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL (IN LOWER PANEL)

HOTEL LINCOLN, ODESSA, TEXAS

See Card

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP ON RIGHT AS MARKED. CLEAN UP FOREGROUND.
PUT TITLE IN PANEL AT BOTTOM SIMILAR TO CARD 9B378-N ATTACHED.

LIGHT STONE BUILDING, FIRST STORY - LIGHT BUFF. LETTERING ON BUILDING - RED.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Straight
X7

ATTENTION

6 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other so make an attractive set.

Red Impression

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 16 1952
SKETCH				
RETOUCHING		4	MAR 20 1952	MAR 27 1952
REPHOTO			FEB 14 1952	FEB 15 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING		MAR 2	FEB 14 1952 MAR 20 1952	
HAND COLOR PROOF	166	1½		
ARTIST DEPT.	102	9	5/16/52	5/19/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

E

NO. 2CH278

JOHNSON NEWS AGENCY, MIDLAND, TEXAS

ORDER NO. 72155

DATE 2-14-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ODESSA HIGH SCHOOL GYMNASIUM,
ODESSA, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

MAKE REPHOTO:

CLEAN UP FOREGROUND. BUILDING IS LIGHT STONE.

RETURN PHOTO TO CHAMBER OF COMMERCE, ODESSA, TEXAS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

SX7

ATTENTION

6 Subjects or order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 18 1952
SKETCH				
RETOUCHING		3	MAR 20 1952	MAR 26 1952
REPHOTO			FEB 14 1952	FEB 15 1952
PHOTO-LITHO				APR 9 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 28 1952	
HAND COLOR PROOF	106	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer
8/18/52

NO. 2CH-279

JOHNSON NEWS AGENCY, MIDLAND, TEXAS

ORDER No. 72155

DATE 2-14-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ODESSA MEDICAL CENTER HOSPITAL,
ODESSA, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

MAKE REPHOTO:

BUILDING IS LIGHT STONE.

RETURN PHOTO TO CHAMBER OF COMMERCE, ODESSA, TEXAS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO YES

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on order for this customer. Please see to it that all sizes or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 18 1952
SKETCH				
RETOUCHING	5	3½	MAR 20 1952	
REPHOTO			FEB 14 1952	FEB 15 1952
PHOTO-LITHO				APR 3 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 25 1952	
HAND COLOR PROOF	107	1½		4-4-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer
8/28/52

NO. 2CH-280

JOHNSON NEWS AGENCY, MIDLAND, TEXAS

ORDER NO. 72155

DATE 2-14-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ECTOR COUNTY LIBRARY, ODESSA, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

MAKE REPHOTO:

REMOVE - WIRES, POLE AND TREES ABOVE BUILDING.

BUILDING IS LIGHT GRAY STONE.

RETURN PHOTO TO CHAMBER OF COMMERCE, ODESSA, TEXAS YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOLOR PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

5X7

ATTENTION

6 Subjects on order for this number. Please see to it that all prints or negatives are mailed and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 18 1952
SKETCH				
RETOUCHING		3	MAR 20 1952	MAR 26 1952
REPHOTO			FEB 14 1952	FEB 15 1952
PHOTO-LITHO				APR 9 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 28 1952	
HAND COLOR PROOF	117	1½		4-15-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer 8/28/52

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH281 ORDER NO. 72345 DATE 2-14-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER RIVERSIDE LODGE & CABINS
RED RIVER, NEW MEXICO

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

RIVERSIDE LODGE AND CABINS
RED RIVER, N.M.

MATCH TYPE TO OCH329.

(All of this on address side) OCH329

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE NEGATIVE.

COLOR DESCRIPTION

KODACOLOR PRINT FOR COLORS.

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

X

3M—9-16-50

1 p. 5 x 7 enlarge

Ret. 107 4
Jan. E. C. 3-18-52 2
108 4-17-52 E.C. 10½

1 print 1.50 net

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH282 ORDER NO. 72346 DATE 2-14-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

2 Photos for this Customer

PHOTO RETURNED

CUSTOMER HOTEL FREDONIA
ATLANTIC CITY, NEW JERSEY

50 M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

LIGHT AIRY BEDROOMS FREDONIA-
TENNESSEE AVE. AND BOARDWALK.....

(SEE COPY ON 8BH1070)

(All of this on address side) Sample EP 61070

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CARD SAME AS 8BH1070, EXCEPT USE NEW EXTERIOR VIEW ATTACHED.

COLOR DESCRIPTION

ALL SIGNS COLORED ALIKE - ALL WITH NAVY BLUE BACKGRD, WITH OPAL WHITE LETTERS.
THIS WHITE MATCHES TRIM OF OUTSIDE OF HOTEL - THE WOODWORK ON THE WINDOWS.
REGARDING SIDING ON EXTERIOR OF BLDG. - A DARK RED, TO MATCH COLOR OF ACTUAL BRICKS
ON SIDE OF BLDG.

RETURN PHOTO YES NO

PHOTO USED FOR

Put Copy To Email

3M—8-16-50

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH283 ORDER NO. 72347 DATE 2-14-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

2 Photos for this Customer

CUSTOMER HOTEL FREDONIA
ATLANTIC CITY, NEW JERSEY

12½ M BUSINESS CDS SIZE 3½ X 2 5/16 STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

FREDONIA - TENNESSEE AVE. AND
BOARD WALK - ATLANTIC CITY N.J....

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE PHOTO FROM 2CH282. MAKE NEW BLACK NEGATIVE.
REDUCE COLOR PLATES.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

X Pet Copy To Ernst.

4/8 30

CROP

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES ~~NO~~

DIAL NO. 2CH284 ORDER NO. 72348 DATE 2-14-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER MODERN MANAGEMENT
CHICAGO, ILLINOIS

50 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full IN SKY:
HOTEL CRILLON, MICHIGAN BLVD. AND
13TH ST., CHICAGO, ILL.
See Card

(All of this on address side) TO COME
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

PHOTO USED FOR

Without Photo
To Customer

3M—8-16-50

Sent to CUSTOMER Date

APR 10 1952

H.C. 4/4

APR 24 1952

Add'l Artwork
5.00 incl

NOT

retouched photo
to Jack 3/3

4/7

(F)

NO. 2CH285

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL A GALS GOTTA KEEP ON HER TOES-TO KEEP OFF THE HEELS

PRIV. NO. UPPER RIGHT: C-801

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF ~~NO~~ Yes RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12

... subjects or ... Please ... or nega- ... colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB [illegible] 1952
SKETCH	10	½	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				FEB 27 1952
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	
HAND COLOR PROOF	104	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH286

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL HI BUTCH! ONE HUNDRED PERCENT COOLER IN THE SHADE!

PRIV. NO. UPPER RIGHT: C-802

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES ~~NO~~ RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 1- 1952
SKETCH	10	3/4	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			FEB 22 1952	FEB 27 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	104	1 1/2		
ARTIST DEPT.		9 1/2		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH287

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL OH ETHEL, MUST YOU SPOIL A PERFECT DAY AT THE BEACH?

PRIV. NO.UPPER RIGHT: C-803

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF ~~NO~~ YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12 Subjects [illegible] or for this customer. Please [illegible] to it that all [illegible] negatives are uniform and colors are in harmony with each other to make an [illegible] job.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 13 1952	
SKETCH	10	3/4	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			FEB 22 1952	FEB 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	[illegible]	1 1/2		[illegible]
ARTIST DEPT.	103	9 1/2		3-19-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

dx

NO. 2CH288

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL AND MY WIFE WANTED ME TO GO TO THE MOUNTAINS FOR THE VIEW!

PRIV. NO. UPPER RIGHT: C-804

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HAND COLOR PROOF ~~NO~~ YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	16	3½	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			FEB 22 1952 FEB 22 1952	FEB 27 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	100	1½	3/10/52	3/10/52
ARTIST DEPT.	105	9¾		3-20-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH289

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M post cards C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL GETTIN' OLD JOE? YOU USED TO SAY WOW AND NOW YOU ONLY SAY HUM

PRIV. NO. UPPER RIGHT: C-805

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES ~~NO~~ RETURN PHOTO

ENVELOPE PHOTO TICKET

12

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	15	1/2	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				FEB 27 1952
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	
HAND COLOR PROOF	104	1 1/2		
ARTIST DEPT.	108	9		3-20-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH290

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL LOOK THERE'S THAT LITTLE TRAMP AND THE OLD BARGE AGAIN

PRIV. NO. UPPER RIGHT: C-806

SMALL TYPE:(C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES ~~NO~~ RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12 Subjects ... for this customer. Please ... to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive ...

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	10	3/4	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	FEB 26 1952
HAND COLOR PROOF	105	1 1/2		
ARTIST DEPT.	101	9 1/2	3-17-52	3-20-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH291

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL OH-I IS NOT! .....
IT MUST BE SUMTHIN' I ET! !

PRIV. NO. UPPER RIGHT: C-807

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF ~~NO~~ YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	10	1/2	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			FEB 22 1952	FEB 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	105	1 1/2		3-11-52
ARTIST DEPT.	105	9		3-21-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH292

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL I'M SO DARNED MISERABLE WITHOUT YOU- IT'S ALMOST LIKE HAVING YOU AROUND-

PRIV. NO.UPPER RIGHT: C-808

SMALL TYPE:(C) CURT TEICH & COL,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

BLUEPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

12

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	10	3/4	FEB 2- 1952	FEB 22 1952
RETOUCHING				
REPHOTO				FEB 26 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	
HAND COLOR PROOF	115	1 3/4		2-26-52
ARTIST DEPT.	112	9 3/4	3/19/52	4/20/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH293

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL SOMETIMES I WISH I'D NEVER BEEN LAID!

PRIV. NO. UPPER RIGHT: C-809

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF ~~NO~~ YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

12 Subjects ... color for this customer. Please ... to it that all ... or negatives are uniform and colors are in harmony with each other to make an attractive set

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	10	½	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	FEB 27 1952
HAND COLOR PROOF	105	1½		3-10-52
ARTIST DEPT.	108	9½		3-19-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH294

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
SPEEDING? I'LL BET
YOU DIDN'T THINK I'D MAKE IT-
DID YOU?

PRIVL NO.UPPER RIGHT: C-810

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	10	1/2	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				FEB 26 1952
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	
HAND COLOR PROOF	102	1 3/4	3/10/52	3/10/52
ARTIST DEPT.	109	9 3/4		3-21-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

B.L.

NO. 2CH295

CURT TEICH & CO., INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL RACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL AIR, WATER AND A PIECE OF STRING, BUD!

PRIV. NO. UPPER RIGHT: C-811

SMALL TYPE:(C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF ~~NO~~ YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12 subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	10	1/2	FEB 22 1952	Feb 22 1952
RETOUCHING				
REPHOTO				FEB 27 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	
HAND COLOR PROOF	164	2		
ARTIST DEPT.	10	10 1/2		3-21-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH296

CURT TEICH & CO.,INC., CHICAGO, ILL.

ORDER NO. K 45445

DATE 2-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL 'MEMBER ME? I'M A GUY YA ~~NEVER~~ KNOW! /OUGHTER

PRIV. NO. UPPER RIGHT: C-812

SMALL TYPE:(C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF ~~NO~~ YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

12

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 15 1952	FEB 15 1952
SKETCH	10	1/2	FEB 22 1952	FEB 22 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			FEB 22 1952	FEB 26 1952
HAND COLOR PROOF	102	1 1/2	3/10/52	3/10/52
ARTIST DEPT.	104	9 1/2		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-297

AUGUSTA NEWS COMPANY, AUGUSTA, MAINE

ORDER NO. 72162

DATE 2-15-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
GREETINGS FROM AUGUSTA, MAINE

SMALL TYPE: (C) CURT TEICH & CO., INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

MAINE IS PINE TREE STATE, SO WORK IN PINE. SHOW CAPITOL OR CAPITOL DOME LOWER LEFT OR WHEREVER THERE IS ROOM AND LOOKS BEST. USE ENCLOSED CARDS FOR VIEWS.
SUBMIT SKETCH

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

9894

Colorton Sty Plus

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			JUN 5 1952	JUN 6 - 1952
SKETCH	1	7	JUN 3 1952	JUN 5 1952
RETOUCHING		5		
REPHOTO			JUN 3 1952	JUN 4 1952
PHOTO-LITHO			JUN 11 1952	JUN 18 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	103	16		6-26-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

A-CH-1547
C-ORIGINAL
P-OK-1823
U-INVOICE
S-OKAY
T-PAYROLL
A-4A

NO. 2CH-298

SANBORN SOUVENIR CO., DENVER, COLO.

ORDER No. 72165

DATE 2-15-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 3 R. M. NO

IMPRINT SAME AS ABOVE

TITLE: OFFICIAL EMBLEM, CENTRAL CITY, COLORADO all caps

AT BOTTOM OF MESSAGE SPACE:
(c) Marie Macfarlane

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION
MAKE REPHOTO: HANDLE VERY CAREFULLY - VALUABLE

FOLLOW INSTRUCTIONS ATTACHED.

Painting By Grant

RETURN PAINTING TO CUSTOMER

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Rejects

Rd. Mary Stuff

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	MAR 14 1952
SKETCH				
RETOUCHING				
REPHOTO			FEB 15 1952	FEB 20 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			FEB 28 1952	MAR 20 1952
HAND COLOR PROOF	106	1½		
ARTIST DEPT.		9	[illegible]	MAY 15 52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer
Returned

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH299 ORDER NO. 72358 DATE 2-18-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER NIELSEN'S RESTAURANT
CHICAGO, ILLINOIS

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate (Yes) No Copyright in Plate Yes No

Title in full
NIELSEN'S - DELICIOUS FRIED CHICKEN....

(SEE COPY)

(All of this on address side) 3 SIDES

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer (C. T. Imprint) No Imprint
Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

USE ENTIRE PICTURE. LAYOUT SAME AS OLD CARD WITH TYPE ON PICTURE SIDE THE SAME AND PANEL DESIGN THE SAME. (3BH1495)

COLOR DESCRIPTION

BACK WALL & SIDE WALLS 34. LARGE PAINTING - SEE ATTACHED CARD. PAINTING ON RIGHT WALL - BACKGROUND 72. COLOR OF FIGURES #22. CORNICES ON WINDOWS 23. BEAMS ON CEILING 57. CEILING WHITE. WOODEN PARTITIONS IN FOREGROUND 57. LIGHT FIXTURES GOLD. LAMPS ON TOP OF PARTITIONS COPPER BRONZE. MOOSE HEADS 57. SCROLLS BELOW HEADS 27. SLIGHTLY DARKER AT ENDS. DRAPES-BLACK BACKGROUND, DESIGN 34 & 42. CARPET #7 LIGHT PART 34. CHAIR BACKS 23. WOOD 59. FIREPLACE - WHITE WOOD ABOVE 57. PICTURE FRAME 57. TABLE CLOTHS WHITE-DESIGN 23.

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

OK Blue Line

Pull 2 extra black proofs for Cels Dept

Add'l Artwork $17.00

GR

NO. 2CH-300

SANBORN SOUVENIR CO., DENVER, COLO.

ORDER NO. 72179

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. YES encl

IMPRINT SAME AS ABOVE

TITLE: #1161. BARRACKS, MAIN SECTION OF THE FORT, FORT FRANCIS E. WARREN AIR FORCE BASE, CHEYENNE, WYOMING

+ R.M encl

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 1B559-N. FOLLOW CARD 1B559-N FOR COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

8 L 2

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING		1/2	FEB 26 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952	MAR 12 1952
HAND COLOR PROOF	27	1 1/2		3-14-52
ARTIST DEPT.	1 10	9 3/4		4/30/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH301

F.W. WOOLWORTH CO., MUSKEGON, MICH.

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

JEWISH SYNOGAGUE, MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BLDG. #39.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

10 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 22 1952	FEB 22 1952
SKETCH				
RETOUCHING	4	3	FEB 19 1952	FEB 22 1952
REPHOTO				MAR 11 1952
PHOTO-LITHO			MAR 4 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	116	1½		
ART DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

F.W. WOOLWORTH CO., MUSKEGON, MICH.

NO. 2CH302

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MASONIC TEMPLE, MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BLDG. #36.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

1853

10

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING		3	FEB 22 1952	FEB 27 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952	MAR 11 1952
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	101	9	4-26-52	4-26-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

F.W. WOOLWORTH CO., MUSKEGON, MICH.

NO. 2GH303

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MILWAUKEE CLIPPER, MUSKEGON, MICHIGAN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

COLOR LIGHT GRAY.

YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

10

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 22 1952	FEB 22 1952
SKETCH				
RETOUCHING	3	2½		FEB 20 1952
REPHOTO				
PHOTO-LITHO			MAR 4 1952	MAR 11 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	166	1½		
ARTIST DEPT.		5½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

G853

10

NO. 26H304

F.W. WOOLWORTH CO., MUSKEGON, MICH.

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

PERE MARQUETTE STATE PARK,

MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING		3	FEB 22 1952	FEB 27 1952
REPHOTO				MAR 6 1952
PHOTO-LITHO			FEB 28 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1 3U		
ARTIST DEPT.	108	9 3U		4-24-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH305

F.W. WOOLWORTH CO., MUSKEGON, MICH.

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WESTERN AVENUE,
MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 26 1952	FEB 26 1952
SKETCH				
RETOUCHING		6	FEB 20 1952	FEB 26 1952
REPHOTO				
PHOTO-LITHO				MAR 14 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 5 1952	
HAND COLOR PROOF	154	2		
ARTIST DEPT.	101	12	4-30-52	4-30-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

Cs 853

10

Del Engraver

(1)

NO. 2CH306

F.W. WOOLWORTH CO., MUSKEGON, MICH.

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MUSKEGON JUNIOR COLLEGE,
MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HAND COLOR PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Q1853

ATTENTION: 10

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	
SKETCH				FEB 28 1952
RETOUCHING		4	FEB 22 1952	
REPHOTO				
PHOTO-LITHO				MAR 17 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 6 1952	
HAND COLOR PROOF	105	1½		3-17-52
ARTIST DEPT.	103	9½		4-28-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH307

F.W. WOOLWORTH CO., MUSKEGON, MICH.

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

B.C. COBB POWER PLANT,

MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BLDG. # 23.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Js 853

ATTENTION

10 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive ...

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 21 1952
SKETCH				
RETOUCHING	23	3	FEB 19 1952	FEB 20 1952
REPHOTO				
PHOTO-LITHO				MAR 4 1952
BLUEPRINT STRIPPING, OPAQUING			FEB 26 1952	
HAND COLOR PROOF	126	1½		
ARTIST DEPT.	106	9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH308

F.W. WOOLWORTH CO., MUSKEGON, MICHIGAN

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CAMPBELL, WYANT AND CANNON FOUNDRY,
MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BLDG. 51.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

10

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 22 1952	FEB 22 1952
SKETCH				
RETOUCHING	5	3	FEB 20 1952	FEB 22 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952	MAR 12 1952
HAND COLOR PROOF		1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH309

F.W. WOOLWORTH CO., MUSKEGON, MICH.

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

HACKLEY HOSPITAL,

MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BLDG. #23.

YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

10 Subjects on card for this envelope. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING	7	4½	FEB 22 1952	
REPHOTO				MAR 6 1952
PHOTO-LITHO			FEB 28 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	105	1½		3-18-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH310

F.W. WOOLWORTH CO., MUSKEGON, MICH.

ORDER NO. 72361

DATE 2-18-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CENTRAL METHODIST CHURCH,

MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BLDG. #39.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

10 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING		4	FEB 22 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 5 1952	MAR 14 1952
HAND COLOR PROOF	105	1½		3-7-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-311

STEPHEN FOSTER MEM.COMM.,
WHITE SPRINGS, FLA.

ORDER NO. 72191

DATE 2-19-52

12½M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

"WAY DOWN UPON DE SWANEE RIBBER"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

USE YOUR OWN JUDGEMENT ON THIS SUBJECT FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

8L2

PHOTO- IN-4CH- ~~3N~~ 870

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING	4	2	FEB 26 1952	MAR 4 1952
REPHOTO				
PHOTO-LITHO				MAR 19 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 5 1952	
HAND COLOR PROOF	107	1½		3-20-52
ARTIST DEPT.	108	9		4-25-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

G832

NO. 2CH312

AERO DISTRIBUTING CO.,INC., CHICAGO, ILLINOIS ORDER NO. 72369

DATE 2-19-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ADLER PLANETARIUM, CHICAGO

PRIV. # BEFORE TITLE: 104-A

SMALL TYPE: (C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES ~~TO COME~~ Same as

IMPRINT SAME AS ABOVE. 1BH1470

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HAND COLOR PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING	3	2½	FEB 26 1952	FEB 29 1952
REPHOTO				
PHOTO-LITHO			MAR 5 1952	MAR 17 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		3-18-52
ARTIST DEPT.	107	9½		4/5/-

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH313

MIDWAY HOTEL -EAST SIDE, CONNEAUT LAKE, PA.

ORDER NO. 72370

DATE 2-19-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GREETINGS FROM CONNEAUT LAKE, PA.

SMALL TYPE LOWER LEFT CORNER:
(C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SUBMIT SKETCH.

FOLLOW OBH1919 FOR GENERAL LAYOUT. USE DARK BACKGROUND WITH RED LETTERS USING VIEWS OF MIDWAY BATHING BEACH & OAKLAND BEACH HOTEL, WHICH IS ON EAST SIDE. MUST BE ENTIRELY DIFFERENT. ALSO SEE ATTACHED VIEWS OF CONNEAUT LAKE PARK.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOLOR PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Colorstick

C - 5B-H1211 (B)
O - 6A-H1036
N - 0B-H987
N - 113201
E - 4D-H925
A - 8A-H1021
U - 6B-H1395
T - 4B-H927

L - 5B-H1211 (C)
A - 7B-H1356 (B)
K - 5B-H1211 (A)
E - 7B-H1356 (A)

Executive OK of Estimate
By
Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 14 1952	MAR 14 1952
SKETCH	3	7	MAR 11 1952	MAR 14 1952
RETOUCHING		6		
REPHOTO				
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	
HAND COLOR PROOF				
ARTIST DEPT.		15		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH314

GROTTO SHRINE, RUDOLPH, WISCONSIN

ORDER NO. 72371

DATE 2-19-52

6½ M POST CARDS C.T. ART EOLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GRACE AND THE SACRAMENTS,
GROTTO SHRINE,
RUDOLPH, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY ON SMALL PHOTO.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HAND COLOR PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

6

MAKEOVER

ESTIMATE AND WORK SCHEDULE

Executive OK of Estimate
By
Date

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	
SKETCH				
RETOUCHING	9	2	FEB 26 1952	~~FEB 26 1952~~ MAR 4 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 5 1952	APR 21 1952 MAR 14 1952
HAND COLOR PROOF	16	1½		
ARTIST DEPT.		16		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

MAKEOVER

MAKEOVER

Charge to CUSTOMER Dept.

EST. Makeover Time Required

	TIME
RETOUCHING	2
PHOTO-LITHO	
COMPOSING	
ART DEPT.	

Time Received in Cost Dept. APR 16 1952
APR 16 1952
Date
APR 1952
By

NO. 2CH315

GROTTO SHRINE, RUDOLPH, WISCONSIN

ORDER NO. 72371

DATE 2-19-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ST.DOMINIC RECEIVING THE ROSARY,
GROTTO SHRINE,
RUDOLPH, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY ON SMALL PHOTO.

YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING	9	2½	FEB 26 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO			MAR 4 1952	MAR 11 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	16	1½		
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

Charge to CUSTOMER Dept.

EST. Makeover Time Required

	TIME
RETOUCHING	1½
PHOTO-LITHO	
COMPOSING	
ART DEPT.	
ENGRAVING	

Time Records in Cost Dept. APR 16 1952

APR 29 1952

Date

By

NO. 2CH316

GROTTO SHRINE, RUDOLPH, WISCONSIN

ORDER NO. 72371

DATE 2-19-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

THE VIRTUES, GROTTO SHRINE, RUDOLPH, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY ON SMALL PHOTO.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

6

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING		2	FEB 26 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952	MAR 11 1952
HAND COLOR PROOF	166	1½		
ARTIST DEPT.		2½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH317

GROTTO SHRINE, RUDOLPH, WISCONSIN

ORDER NO. 72371

DATE 2-19-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MOSES RECEIVING THE COMMANDMENTS,
GROTTO SHRINE,
RUDOLPH, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY ON SMALL PHOTO.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL ~~PROOF~~ YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING		2½	FEB 26 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952	MAR 11 1952
HAND COLOR PROOF	116	1½		
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH318

GROTTO SHRINE, RUDOLPH, WISCONSIN

ORDER NO. 72371

DATE 2-19-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GUARDIAN ANGEL GROUP,
GROTTO SHRINE,
RUDOLPH, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY ON SMALL PHOTO.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

6

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING	9-1	2½	FEB 26 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO				MAR 11 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952	
HAND COLOR PROOF	186	1½		
ARTIST DEPT.		10½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH319

GROTTO SHRINE, RUDOLPH, WISCONSIN

ORDER NO. 72371

DATE 2-19-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CHRIST IN THE GARDEN OF OLIVES,
GROTTO SHRINE,
RUDOLPH, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY ON SMALL PHOTO.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOLOR PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTIO

6 Subjects o
order for this customer. Pl
ce to it that all cuts or neg
tives are uniform and colors a
in harmony with each oth
to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING		2½	FEB 26 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952 APR 21 1952	MAR 11 1952
HAND COLOR PROOF		1½		
ARTIST DEPT.		10½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

MAKEOVER

Charge to CUSTOMER Dept.

EST. Makeover Time Required

	TIME
RETOUCHING	1½
BLUEPRINTING	
COMPOSING	
ART DEPT.	
STRIPPING	

Time Recorded in Cost Dept.
Date
By

APR 16 1952
APR 17 1952
APR 25 1952

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH320 ORDER NO. 72376 DATE 2-20-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HAPPY HOLLOW HOTEL MOTEL
HOT SPRINGS, ARKANSAS

12½ M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IN 1/4" PANEL AT BOTTOM:
HAPPY HOLLOW HOTEL MOTEL -
230 FOUNTAIN ST.
HOT SPRINGS, ARK.

(All of this on address side)

FRONT NO. 5 3 SIDES

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

TAKE OUT POLES. TAKE OUT SMALL SIGN. TAKE OUT CARS. PUT CONCRETE IN PARKING AREA. TAKE OUT VACANCY & OFFICE SIGNS. TAKE OUT SIGN IN LOWER CENTER OF VIEW.

COLOR DESCRIPTION

BRICK 36. CORNER BRICKS (TRIM) 15. TRIM - YELLOW, NOT AS BRIGHT AS 1 AT TOP EDGE. WHITE LETTERS ON BLACK SIGN. METAL RAILINGS AND WINDOW TRIM-ALUMINUM. DOORS NATURAL VARNISH.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

5X7
Pat E
Finish HC 12
Fa 10
N

Add'l Prints
4 Copies 5.75 ea

NOH

1/2

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH321 ORDER NO. 72377 DATE 2-20-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER TRIO MOTOR SALES
PITMAN, NEW JERSEY

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TRIO MOTOR SALES
BOT: 530 SOUTH BROADWAY -
PITMAN, N.J.

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CUT OUT: ELECTRIC LIGHT POLES AND WIRES.

COLOR DESCRIPTION

BLDG. WHITE. WINDOW FRAME 67. ROOF 38. SIGN BLACK . TRIM ON EDGE 24 WORDS (SEE ENCLOSED LETTERHEAD FOR WORDS & SHAPE OF SIGN) HOUSE AT LEFT WHITE. ROOF 65. HOUSE AT RIGHT WHITE. ROOF 54. USE BEST JUDGEMENT FOR CARS.

ROAD IS GREY. SIDEWALK AND DRIVE - WHITE. LOT BLACK TOP.

Submit Rt Photo to Custom

OK

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Ret 6½
Hc 1½
Lw 9

NO. 2CH-322

GALVESTON NEWS CO., GALVESTON, TEXAS

ORDER NO. 72211

DATE 2-20-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER-BORDER

TITLE IN FULL (IN UPPER BORDER-LEFT)

MISS TEXAS DOUBLE DECKER EXCURSION
BOAT PIER 19, GALVESTON, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

HULL OF BOAT IS WHITE-DARK TRIM IS GREEN #8. WATER LINE OF THE BOAT IS RED. THE SMOKE STACK IS GREEN. BUMPER IS BROWN #26. SMALL FLAGS ARE THE REGULAR COLORED YACHT FLAGS. THE "MISS TEXAS" SIGN IS WHITE BACKGROUND-BLACK LETTERING. WORD "EXCURSION" IS RED LETTERS. "PIER 19" IS IN RED SQUARE. SIGN IN RIGHT CORNER ON SAME BOARD IS: "SCHEDULE 10AM, 2PM, 4PM" - IT IS RED SQUARE-WHITE LETTERS. THE NAME "MISS TEXAS" ON BOW OF THE BOAT IS IN RED LETTERS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 21 1952	FEB 21 1952
SKETCH				
RETOUCHING		3	FEB 26 1952	FEB 28 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 4 1952	MAR 12 1952
HAND COLOR PROOF	166	1½		
ARTIST DEPT.	170	5½		4/22/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

Per Inquiry

Ij 845

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH323 ORDER NO. 72378 DATE 2-20-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER JOHN BAHRS
HIGLAND, NEW JERSEY

12½ M BUSINESS CARDS SIZE 3½ X 2 5/16 STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

BAHR'S LANDING - HIGHLANDS, NEW JERSEY
BOT: COCKTAIL LOUNGE - DIRECTLY ON THE SHREWSBURY RIVER

(All of this on address side)
FRONT NO. NO R. M. / Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE PHOTO FROM 9BH560. MAKE NEW BLACK NEGATIVE.

REDUCE COLOR PLATES.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO USED FOR

PHOTO RETURNED TO

3M—8-16-50

108 L-2032 L.O. ½ L.A. 2½

OK

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH324 ORDER NO. 72379 DATE 2-20-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER SANBORN SOUVENIR CO., INC., DENVER, COLORADO

25 M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONTIER AUTO COURT - 1400 W. LINCOLN WAY - CHEYENNE, WYOMING - EIGHTY COTTAGES....

(SEE COPY)

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

SANBORN SOUVENIR CO., DENVER, COLO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(GROUP TWO)

FOLLOW SKETCH.

COLOR DESCRIPTION

FRONT VIEW: BLDGS-;LIGHT PRESSED BRICK WITH RED PRESSED BRICK TRIM. WHITE TRIMMED SCREENS & WINDOWS. PALE GREEN ROOFS. RED PARASOL. CHAIRS ARE GREEN AND BLUE. RED BRICK PILLARS IN FRONT OF STORE. SIGN RED WITH WHITE LETTERS. SECTION ABOVE SIGN WHITE WITH BLACK COWBOYL SILVER POSTS SUPPORTING SIGN.

REAR VIEW: BLDGS WHITE WITH OAK DOORS. WHITE SCREEN DOORS AND WINDOW TRIM. PALE GREEN ROOFS. DARK GREEN IRON RAILINGS, CONCRETE STEPS ON CABINS.

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—2-16-50

2 Reprints 8x10

as quoted

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH325 - ORDER NO. 72381 DATE 2-20-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER THE ALLIS PRESS - KANSAS CITY, MO.

12½ M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate (Yes) No Copyright in Plate Yes No

Title in full

TWIN OAKS, 5000-5050 OAK ST., KANSAS CITY, MO. BROOKSIDE VIEW - TWIN OAKS

(All of this on address side)

FRONT NO. 5 R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

THE ALLIS PRESS, KANSAS CITY, MO. -

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH.

BE SURE TO MAKE FRONT

COLOR DESCRIPTION

FOLLOW SKETCH.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M-8-16-50

Rec. 107 8
3-13-52 1½
108-6-26-52 10½

NO. 2CH-326

THE ALLIS PRESS, KANSAS CITY, MO.

ORDER No. 72216

DATE 2-20-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

THE BALL CLINIC AND HEALTH SCHOOL, EXCELSIOR SPRINGS, MISSOURI

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 3 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

REMOVE - AUTOMOBILES, ALSO BLANK SPACE MARKED. BUILD UP GRASS AND STREET IN BLANK SPACE TAKEN OUT.

BUILDING AT RIGHT FRONT SAME COLOR AS CARD MARKED "X" (8AH1277), EXCEPT A SHADE DARKER. BUILDING TO LEFT REAR OF PHOTO IS NATURAL STONE AND WHITE STUCCO.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up	-		FEB 26 1952	
SKETCH				
RETOUCHING	7	5	FEB 26 1952	FEB 26 1952
REPHOTO			FEB 21 1952	FEB 25 1952
PHOTO-LITHO			1952	MAR 18 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 6	
HAND COLOR PROOF	107	2		3-20-52
ARTIST DEPT.	103	11		4-29-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH327 ORDER NO. 72386 DATE 2-21-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER ROYCROFT INN, EAST AURORA, NEW YORK

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

ROYCROFT INN
EAST AURORA, N.Y.

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CROP AS MARKED, TOP & BOTTOM. CLEAN STREET & GUTTER. CLEAN DRIVEWAY. REMOVE CAR ON LEFT. REMOVE STREET LIGHT POLE. ADD FOLIAGE TO TREES.

COLOR DESCRIPTION

STONE FENCE GREY & DARK SPOTS. RED HOUSE - BRICK BASE. WOOD TRIM GREEN & DARK GREEN. SIGN - YELLOW WITH GREEN EDGE. NAME - BROWN. SASH - CLAPBOARD - SHINGLES - GREEN, HAND RAILS ON STEPS - GREY

LIGHT STANDARD BLACK. SMALL SIGNS WHITE ON BROWN

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

Ret 6
106 HC 1-56
105
4-28-52 La 0
Add'l Colors
1.50 net

QV 2H

1

Pg 844

NO. 2CH-328

DISTRIBUTED BY FOTOSHOP, MONTICELLO, IND.

ORDER No. 72227

DATE 2-21-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GREETINGS FROM SHAFER LAKE
MONTICELLO, INDIANA

SMALL TYPE: (C) CURT TEICH & CO., INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

NOTE CUSTOMER'S ROUGH SKETCH.

USE SUBJECTS: OBH1624, OCH1358, 7A443-N, 9A582, and 2 new views 2CH-155 Norway Hydro Plant, and 2CH-160 Tippecanoe Country Club.

ARRANGE TO BEST ADVANTAGE.

SUBMIT SKETCH

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF ~~YES~~ RETURN PHOTO

ENVELOPE PHOTO TICKET

> S - 2CH-155
> H - OB-H16[illegible]
A - OC-H135[illegible]
> F - 2CH-160
> E - 9A582
> R - 7A443-N

for D1028 f

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 1 1952	APR 2 - 1952
SKETCH	23		MAR 26 1952	APR 1 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			APR 10 1952	APR 21 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.		15		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

2CH-328

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

DIAL NO. 2CH329 ORDER NO. 72391 DATE 2-21-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER KEYSTONE HOTEL, INC.
PASS-A-GRILLE, FLORIDA

25 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

KEYSTONE HOTEL AND APARTMENTS
PASS-A-GRILLE, FLORIDA

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

Rush

Proof as soon as possible

3M—0-16-50

Rec. 6 1/2
101 1 1/2
3-11-52 9
103
8-6-52

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED NO

PHOTO USED FOR

DIAL NO. 2CH330 ORDER NO. 72392 DATE 2-21-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER LAKESIDE INN
WHITEHALL, MICH.

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

BIRCHWOOD RANCH HOUSE
AT LAKESIDE INN
WHITEHALL MICHIGAN

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(GROUP 3)

FOLLOW SKETCH.

COLOR DESCRIPTION

WHITE- ALL TRIM AND DOORS, DARK RED. PUT CRISS CROSS IN FENCE LIKE PORCH RAIL (NATURAL LOGS) WALK AT LOWER LEFT. ALL ~~CRXSSXON~~ GLASS ON UPSTAIRS WING. 1ST BEDROOM (ONE AT RIGHT) CREAM WALL & CEILING. DRAPES CHERRY RED WITH GREEN & YELLOW DESIGN. FLOOR CREAM AND GREEN. SPREADS TAN-CREAM WITH DARK RED STRIPE. CHAIRS, ETC. ASH OAK. DARK GREEN PLASTIC. WALL LIGHT BLUISH PINK. GREY FURNITURE (ASH OAK) DRAPES, SPREADS - DARK GREEN CURTAINS WHITE. NATURAL FLOORS. RUGS - ROSE AND BEIGE WITH COLORED FLOWERS. DOOR NATURAL BIRCH. LAMP BASE - ASH OAK. CHARTREUSE SHADE.

3M—8-16-50

Enlarge 2 prints
1 Negative

L.O. 1
Ret. 7½
Dup. L.C. 107 3-11-52 2½
L.C. 10½

as quoted
LOS

Ret

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH331 ORDER NO. 72393 DATE 2-21-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER WHICHARD'S BEACH
WASHINGTON, N.C.

6½ M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FAC 3 SIDES

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MINIMUM PANEL AT BOTTOM:

WHICHARD'S BEACH - WASHINGTON, NC.
FOR YEAR AROUND RELAXATION'

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

BLDG. WHITE. WINDOWS & DOORS BLACK FRAMES. TOP OF PORCH & BLDG. RED ABOUT NO. 2. TREES - GOOD GREEN. GOOD CLOUD EFFECT. GOOD SAND COLOR FOR BEACH. USE BEST JUDGEMENT FOR COLOR OF SUITS, PEOPLE, FLOATS, ETC.

COLOR DESCRIPTION

INSTRS. AS ABOVE.

RETURN PHOTO YES NO

PHOTO RETURNED

PHOTO USED FOR

3M—8-16-50

Rec. 3
5-10-52 L.O. 144
L.O. 934

NO. 2CH-332

DISTRIBUTED BY ENDICOTT PHOTOGRAPHERS,
ST. MARYS, OHIO

ORDER NO. 72231

DATE 2-21-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

THE WAYSIDE SHRINE, HOLY ROSARY CHURCH, ST. MARYS, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

BRICKS #7 COLOR. WOOD - #15.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

Subjects or ... customer. Please ... or nega-tives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 27 1952	FEB 27 1952
SKETCH				
RETOUCHING		3½	FEB 28 1952	MAR 5 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 10 1952	MAR 20 1952
HAND COLOR PROOF	116	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-333

DISTRIBUTED BY ENDICOTT PHOTOGRAPHERS,
ST. MARYS, OHIO

ORDER No. 72231

DATE 2-21-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

FIRST EVANGELICAL AND REFORMED CHURCH, NEW KNOXVILLE, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

BRICKS - #23 COLOR. STONE - LIGHT GRAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

3

Subjects or ... Please ... or nega-tives are uniform and colors are in harmony with each other ... make all alterations neat.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 29 1952	MAR 14 1952
SKETCH				
RETOUCHING		5	FEB 26 1952	FEB 29 1952
REPHOTO			FEB 21 1952	FEB 25 1952
PHOTO-LITHO			MAR 18 1952	MAR 28 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	187	1½		3-31-52
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NTS

NO. 2CH-334

DISTRIBUTED BY ENDICOTT PHOTOGRAPHERS,
ST. MARYS, OHIO

ORDER No. 72231

DATE 2-21-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

INTERIOR OF HOLY ROSARY CHURCH,
ST. MARYS, OHIO,

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW KODACHROME TRANSPARENCY SLIDE FOR COLORS

RETURN SLIDE TO CUSTOMER.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO YES

ENVELOPE PHOTO TICKET

ATTENTION

3

Subjects or [illegible] customer. Please [illegible] or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 7 1952	MAR 14 1952
SKETCH				
RETOUCHING	3	4		MAR 7 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	APR 3 1952
HAND COLOR PROOF	106	2½		
ARTIST DEPT.				

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer
8/28/52
JN

3

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 2CH335 ORDER NO. 72397 DATE 2-21-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER THE SHEPARD FARMS
GREENVILLE, NEW YORK

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FA[illegible]

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

~~THE SHEPARD FARMS~~
~~GREENVILLE, GREEN CO., N.Y.~~

(All of this on address side)
FRONT NO. 5 R. M. / Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

PHOTO RETURNED TO

COLOR DESCRIPTION

HOUSE WHITE. AWNING GREEN, WITH WHITE FRINGE. WHITE "SHEPARD FARM" ON AWNING. FENCE WHITE. SHRUBS GREEN. FLOWERS VARIOUS COLORS, WITH WHITE BORDER. CHAIRS MOSTLY GREEN & WHITE, SOME ALL WHITE. TABLES WHITE. GREEN UMBRELLAS. COLORED FLOWERS ON UNDER SIDE (LINING OF UMBRELLAS) A LITTLE GREEN TRIM AROUND WINDOWS & HOUSE AND A LITTLE AROUND DOORS.

PHOTO USED FOR

2M—8-16-50

Dir 4
Qmw 107 3-26-52 Hc 142 F09

AHRENS NEWS AGENCY, STURGEON BAY, WIS.

NO. 2CH336

ORDER NO. 72237

DATE 2-21-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

THIRD AVENUE, LOOKING NORTH,
STURGEON BAY, WISCONSIN

PRIVATE # BEFORE TITLE: #10

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HAND COLOR PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 22 1952	FEB 22 1952
SKETCH				
RETOUCHING	7	5	FEB 28 1952	MAR 4 1952
REPHOTO				
PHOTO-LITHO			MAR 5 1952	MAR 14 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1		3-21-52
ARTIST DEPT.	110	10½		5/23/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

JP

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH337 ORDER NO. 72398 DATE 2-21-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER ART SHARP
CAMDEN, NEW JERSEY

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE WHITE BORDE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

ART SHARP
BOT: ADMIRAL WILSON BLVD.
CAMDEN 11, N.J.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CUT OUT: ROW OF HOUSES AT REAR, BACK OF LARGE SIGN AT RIGHT & BLDG. BACK OF SIGN. TO BE NIGHT VIEW WITH GLARE OF LIGHTS. ROAD IN FRONT DUAL HIGHWAY. LIGHT CONCRETE WITH A GRASS PLOT BETWEEN - THAT SHOWS ON PHOTO AS BLACK BAND. MAKE SIDE WALK AND DRIVE WAY WHITE AND PAVING ON LOT AS A BLACK TOP.

MAKE UP FRONT CROP AS MARKED.

COLOR DESCRIPTION

COLORS: BLDG. WHITE. WINDOW FRAME & ROOF 38. SIGN ON ROOF WHITE, LETTERS 31. SLOGAN & NAME ON ROOF TO BE LEGIBLE. BIG SIGN 23. LETTERS "ART SHARP" WHITE. FLAT ROOF BLDG. BACK OF SIGN 16 - BLDG AT RIGHT OF THAT WHITE-ROOF 38-ALSO WINDOW FRAME 38 -

USE BEST JUDGEMENT FOR COLORING OF CARS.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Rt 5
107
3-26-52

NO. 2CH-338

FRED HARVEY (TRADEMARK)
(HOTELS-SHOPS-RESTAURANTS)

ORDER NO. 72238

DATE 2-22-52

6½ M POST CARDS C.T. ART COLORTONE - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
THE HAVASU, SELIGMAN, ARIZONA

PRIVATE # BEFORE TITLE: H-5201.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE # ON FRONT AT BOTTOM.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

OLD RETOUCHED PHOTO ENCLOSED FOR REFERENCE - ALSO CARD .

~~STRAIGHTEN BUILDING AS MARKED ON OLD CARD (52838)~~.

ROOF IS RED TILE. BUILDING IS STUCCO WITH BROWN CREOSOTE TRIMMING, AND BROWN WOODEN PILLARS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 25 1952	FEB 26 1952
SKETCH				
RETOUCHING	10	4	FEB 25 1952	MAR 4 1952
REPHOTO				
PHOTO-LITHO				MAR 21 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 6 1952	
HAND COLOR PROOF	107	1½		3-24-52
ARTIST DEPT.				

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH339 ORDER NO. 72414 DATE 2-22-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER SANBORN SOUVENIR CO., INC.
DENVER 11, COLORADO

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

Must show Photo exactly as pasted up proof

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH.

COLOR DESCRIPTION

FOLLOW SKETCH.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

X

3M—8-16-50

Rec. 6
Rem 106 H.C. 14
Rem 5 C. 9
AM
NB

JK 2/13
~~Out~~ 2/3

Submit Rep Photo

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH-340 ORDER NO. 72246 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

CUSTOMER M. K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

12½ M POST CARDS SIZE 3½x5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

1859-THE M.K. GOETZ BREWING COMPANY, BREWERS OF COUNTRY CLUB...THE BRIGHT BEER...WAS FOUNDED IN ST.JOSEPH,MISSOURI ON THE 20th DAY OF MAY IN 1859.'

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

TITLE TO BE SHOWN IN UPPER LEFT CORNER AS SNOWN ON SKETCH (COPY A).
SIGNATURE LINE AS INDICATED ON SKETCH. LOGOTYPE TO BE OVERPRINTED ON RED SPOT WITH WHITE LETTERING AS INDICATED. (LOGOTYPE ENCLOSED)

(SIGNATURE LINE: "M.K. GOETZ BREWING COMPANY, ST.JOSEPH AND KANSAS CITY, MO.")

SEE INSTRUCTIONS ENCLOSED

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS ENCLOSED
AND COLORS FROM PAINTING.
KEEP COLORING SOFT - NOT SHARP CONTRAST

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

9907

Red

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH-341 ORDER NO. 72246 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

CUSTOMER M. K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

12½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
THE PONY EXPRESS--ST. JOSEPH, MISSOURI, THE HOME OF THE M.K. GOETZ BREWING COMPANY WAS ALSO THE STARTING POINT OF THE FABULOUS PONY EXPRESS

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SMALL SKETCH. TITLE IN UPPER RIGHT CORNER (COPY A). LOGOTYPE IN LOWER LEFT CORNER IN RED SPOT, WHITE LETTERING AND WHITE BORDER. SIGNATURE LINE AS INDICATED: "M.K.GOETZ BREWING COMPANY, ST.JOSEPH AND KANSAS CITY, MO."

TITLE IN SCROLL EFFECT SIMILAR TO CARD 6B592-N.

SEE INSTRUCTIONS ENCLOSED WITH 2CH-340.

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS WITH 2CH-340 AND COLORS FROM PAINTING. KEEP COLORING SOFT - NOT SHARP CONTRAST (NOTE C\ L 6B592-N)

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Ret. 3/4
D.C. 1/4
L.A. 1/4

as quoted
LB

Red Impression

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH-342 ORDER NO. 72246 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

PHOTO RETURNED TO

CUSTOMER M.K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

12½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
1870--ST.JOSEPH, MISSOURI WAS STILL A FRONTIER TOWN OF THE OLD WEST...BUT IN THIS YEAR THE M.K. GOETZ BREWING COMPANY WAS ALREADY COMPLETING ITS FIRST BUILDING EXPANSION.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SMALL SKETCH. TITLE IN UPPER RIGHT CORNER (COPY A). LOGOTYPE LOWER RIGHT CORNER IN RED SPOT, WHITE LETTERING AND WHITE BORDER. SIGNATURE LINE AS INDICATED:"M.K.GOETZ BREWING COMPANY, ST.JOSEPH AND KANSAS CITY, MO."

SEE INSTRUCTIONS ENCLOSED WITH 2CH-340.

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS WITH 2CH-340 AND COLORS FROM PAINTING.

KEEP COLORING SOFT - NOT SHARP CONTRAST.

PHOTO USED FOR

RETURN PHOTO YES NO

3M—8-16-50

Rush

Red Express

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH-343 ORDER NO. 72246 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

PHOTO RETURNED TO

CUSTOMER M. K.GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

12½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
1880-- THE RAPID GROWTH OF THE WEST BETWEEN 1859 and 1880 WAS MATCHED BY THE CONTINUED EXPANSION OF THE M.K. GOETZ BREWING COMPANY...AT ST.JOSEPH, MISSOURI.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SMALL SKETCH. TITLE IN UPPER LEFT CORNER (COPY A). LOGOTYPE IN LOWER RIGHT CORNER. SIGNATURE LINE AS INDICATED: "M.K. GOETZ BREWING COMPANY, ST. JOSEPH AND KANSAS CITY, MO."

LOGOTYPE TO APPEAR IN RED SPOT, WHITE LETTERING AND WHITE BORDER.

FOLLOW INSTRUCTIONS WITH 2CH340.

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS WITH 2CH-340 AND COLORS FROM PAINTING. KEEP COLORING SOFT - NOT SHARP CONTRAST

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

Ref. 3½
E.C. 1½
L.A. 1½
as quoted
$10

Final

Red Separation

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH-344 ORDER NO. 72246 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

CUSTOMER M. K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

12½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
1890--INTO THE GAY NINETIES THE WESTWARD EXPANSION OF OUR YOUNG NATION CONTINUED AND THE M.K.GOETZ BREWING COMPANY... FOUNDED BEFORE THE PONY EXPRESS...ALSO CONTINUED TO GROW.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SMALL SKETCH. TITLE IN UPPER LEFT CORNER (COPY A). LOGOTYPE IN LOWER RIGHT CORNER, IN RED SPOT, WHITE LETTERING AND WHITE BORDER. SIGNATURE LINE AS INDIDATED:"M.K.GOETZ BREWING COMPANY, ST. JOSEPH AND KANSAS CITY, MO."

FOLLOW INSTRUCTIONS WITH 2CH-340.

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS WITH 2CH-340, AND COLORS FROM PAINTING.

KEEP COLORS SOFT - NOT SHARP CONTRAST

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—3-15-30

Red Impression

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

DIAL NO. 2CH-345 ORDER NO. 72246 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

CUSTOMER M. K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

12½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full
1905--THE M.K. GOETZ BREWING COMPANY HAD KEPT ABREAST OF PROGRESS AT THE TURN INTO THE 20th CENTURY BY CONTINUING ITS EXPANSION OF PLANT AND PRODUCTION FACILITIES.

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

Follow Layout

FOLLOW SMALL SKETCH. TITLE IN UPPER RIGHT CORNER (COPY A). LOGOTYPE IN LOWER RIGHT CORNER, IN RED SPOT, WHITE LETTERING AND WHITE BORDER. SIGNATURE LINE AS INDICATED-LOWER LEFT: "M.K. GOETZ BREWING COMPANY, ST.JOSEPH AND KANSAS CITY, MO."

FOLLOW INSTRUCTIONS WITH 2CH-340

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS WITH 2CH-340 AND COLORS FROM PAINTING.

KEEP COLORS SOFT - NOT SHARP CONTRAST.

3M—8-16-50

Rec. 3/6
Proof 105 4-11-52 E.C. 2
G.B. 11

Red

Very

Red Impression

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH-346 ORDER NO. 72246 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

CUSTOMER M. K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

12½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
1926--FROM THE FIRST SMALL STRUCTURES IN 1859...THE M.K. GOETZ BREWING COMPANY HAD GROWN INTO A GREAT MODERN INDUSTRY AT ST. JOSEPH, MISSOURI

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SMALL SKETCH. TITLE IN UPPER RIGHT CORNER. LOGOTYPE IN UPPER LEFT CORNER IN RED SPOT, WHITE LETTERING AND WHITE BORDER.
SIGNATURE LINE AT BOTTOM AS INDICATED: "M.K. GOETZ BREWING COMPANY, ST.JOSEPH AND KANSAS CITY, MO."

FOLLOW INSTRUCTIONS WITH 2CH-340.

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS WITH 2CH-340 AND COLORS FROM PAINTING.
KEEP COLORS SOFT - NOT SHARP CONTRAST.,

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Red Impression

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 2CH-347 ORDER NO. 72247 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

9 Photos for this Customer

PHOTO RETURNED TO

CUSTOMER M. K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

25 M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
TODAY--ETCHED ACROSS NINE DECADES THAT TRACE AMERICA'S HISTORY FROM PONY EXPRESS TO AIRLINERS IS THE STORY OF PROGRESS FOR THE M.K.GOETZ BREWING COMPANY,ST.JOSEPH, MISSOURI

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SMALL SKETCH. TITLE IN UPPER RIGHT AS INDICATED. LOGOTYPE IN LOWER LEFT CORNER, IN RED SPOT, WHITE LETTERING AND WHITE BORDER. SIGNATURE LINE AS INDICATED: "M.K. GOETZ BREWING COMPANY, ST.JOSEPH AND KANSAS CITY, MO."

LOGOTYPE ENCLOSED WITH 2CH-340.

FOLLOW INSTRUCTIONS ENCLOSED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ENCLOSED AND COLORS FROM PAINTING.

KEEP COLORS SOFT - NOT SHARP CONTRAST.

PHOTO USED FOR

3M--8-16-50

4913

Rust

Red Impression

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH-348 ORDER NO. 72247 DATE 2-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

4 Photos for this Customer

PHOTO RETURNED TO

CUSTOMER M. K. GOETZ BREWING COMPANY
ST. JOSEPH, MISSOURI

25 M POST CARDS SIZE $3\frac{1}{2}$ x $5\frac{1}{2}$ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
1936--FOLLOWING REPEAL, IT AGAIN BECAME NECESSARY TO EXPAND...AND THE M.K.GOETZ BREWING COMPANY BUILT THIS ULTRA-MODERN BREWERY IN KANSAS CITY, MISSOURI

(All of this on address side)
FRONT NO. 5 R. M. (Yes) No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer (C. T. Imprint) No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

FOLLOW SMALL SKETCH. TITLE IN UPPER RIGHT CORNER AS INDICATED. LOGOTYPE IN LOWER LEFT CORNER, IN RED SPOT, WHITE LETTERING AND WHITE BORDER. SIGNATURE LINE AS INDICATED: "M.K.GOETZ BREWING COMPANY, ST. JOSEPH AND KANSAS CITY, MO."

FOLLOW INSTRUCTIONS WITH 2CH-347.

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS WITH 2CH-347 AND COLORS FROM PAINTING. KEEP COLORS SOFT - NOT SHARP CONTRAST

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

6913 106 113 7-2-52 Red U.C. L.A. 130 10

as quoted

Red

Red Impression

NO. 2CH-349

DISTRIBUTED BY GEORGE R. KLEIN NEWS COMPANY, CLEVELAND, OHIO
PHOTO BY HAROLD BYLAND

ORDER No. 72248

DATE 2-25-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

PARK STREET LOOKING NORTH,
WARREN, OHIO

PRIVATE # BEFORE TITLE: W14

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT COCA-COLA, LOANS, HOUSEHOLD FINANCE, ANDREWS PHOTOGRAPHS SIGNS. ALSO REMOVE - TRAFFIC LIGHT AND WIRES AND POLE AT CORNER.
CORNER BUILDING- WHITE BRICK AT BOTTOM, RED BRICK AT TOP. GRAY DRUG SIGN RED NEON. OTHER SIGNS ALL RED EXCEPT PROCTOR SHOES- WHICH IS WHITE ON BLACK.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

3

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				
SKETCH				
RETOUCHING		6½	FEB 20 1952	MAR 4 1952
REPHOTO				MAR 17 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 5 1952	
HAND COLOR PROOF	107	2		3-19-52
ARTIST DEPT.	103	11		4-16-52

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-350

DISTRIBUTED BY GEORGE R. KLEIN NEWS COMPANY, CLEVELAND, OHIO

ORDER No. 72248

PHOTO BY HAROLD BYLAND

DATE 2-25-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WEST MARKET STREET AT NIGHT, WARREN, OHIO

PRIVATE # BEFORE TITLE: W9

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

NIGHT SCENE:

FOLLOW CARD 1BH1739 FOR COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

3

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 26 1952	FEB 26 1952
SKETCH				
RETOUCHING		6	FEB 28 1952	MAR 5 1952
REPHOTO				
PHOTO-LITHO				MAR 17 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 6 1952	
HAND COLOR PROOF	107	1 3/4		3-19-52
ARTIST DEPT.	112	10 1/2		4/31/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-351

DISTRIBUTED BY GEORGE R. KLEIN NEWS COMPANY, ORDER No. 72248
CLEVELAND, OHIO
PHOTO BY HAROLD BYLAND DATE 2-25-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

PARK STREET LOOKING SOUTH,
WARREN, OHIO

PRIVATE # BEFORE TITLE: W11

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW CARD 1BH1741 FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION!

3

Subjects or ... Please ... or ... fixed are ... and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 26 1952	FEB 26 1952
SKETCH				
RETOUCHING		6½	FEB 28 1952	MAR 6 1952
REPHOTO				
PHOTO-LITHO			MAR 10 1952	MAR 20 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	2		3-20-52
ARTIST DEPT.	102	11	4/17/52	4/18/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

5T

NO. 2CH-352

RAY, DAVIDSON & RAY, SILVER SPGS, FLA.

ORDER NO. 72254

DATE 2-26-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

VIEW OF MAIN DINING ROOM | AND GIFT SHOP AT FLORIDA'S FAMED SILVER SPRINGS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 5 R. M. YES

IMPRINT PHOTO BY MOZERT STUDIOS

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 20 1952	FEB 20 1952
SKETCH				
RETOUCHING	9	5	FEB 29 1952	MAR 4 1952
REPHOTO				
PHOTO-LITHO			MAR 11 1952	MAR 25 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	166	1 50		
ARTIST DEPT.		93½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

MAR 4 1952

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 3 1952	
SKETCH				
RETOUCHING			FEB 27 1952	MAR 3 1952
REPHOTO				
PHOTO-LITHO				MAR 14 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 6 1952	
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH354 ORDER NO. 72418 DATE 2-26-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HOTEL TALLMADGE
MINNEAPOLIS, MINN.

12½ M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

THE TALLMADGE HOTEL WHERE PARKING IS
NO PROBLEM

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(GROUP TWO)

FOLLOW SKETCH, BUT CHANGE SIGN IN LOWER RIGHT TO READ: FREE PARKING

COLOR DESCRIPTION

FOLLOW CORRECTED SKETCH.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

PHOTO USED FOR

3M—8-16-50

8x10 Reshoot
347 1

L.O. 1
Ret 1
Prev. C.C. 107 3-21-52 2½
L.A. 104-12½

as granted
1
JDH

Red Impression

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH355 ORDER NO. 72444 DATE 12-27-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER THE SANBORN SOUVENIR CO., INC.
DENVER, COLORADO

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

NO TITLE ON PICTURE SIDE.'

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING ~~DEPARTMENT~~
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

OMIT FOREGROUND, IF DESIRABLE FOR PROPORTION, OTHERWISE OMIT MOSTLY SKY FOR PROPORTION, WHICHEVER IS BEST. ENLARGE THE PEAK BEHIND THE MOTEL. REMOVE SHADOW, REMOVE WIRES AND POLES. PUT LEAVES ON TREES. PUT FLOWERS IN FRONT. OMIT LITTLE SIGN AT LEFT. PUT FEW BUT NOT TOO MANY CLOUDS IN SKY. TOUCH UP THE SIGN. CHIMNEY IS RED BRICK. ALUMINUM FACE ON ROOF EDGE. LIGHT RED BRICK BASE, WHITE STUCCO CABINS. BIRCH DOORS AND TRIM. CEMENT SURFACING ON STREET AND DRIVEWAY. /

COLOR DESCRIPTION

FOLLOW COLOR INSTRUCTIONS AS NOTED ABOVE.

SUBMIT RETOUCHED PHOTO. 3/5

RETURN PHOTO YES NO

PHOTO USED FOR

PHOTO RETURNED TO

3M—9-16-50

Pl 54
Pmm 23-52 HC 1½
104 5-16-52 Ra 9
All

Order

Submit Pl Photo

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH356 ORDER NO. 72445 DATE 2-27-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER CHAS. R. MYERS & CO., INC.
CAMDEN, NEW JERSEY

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CHAS. R. MYERS & CO., INC.

BOT: 12 N. SEVENTH ST., CAMDEN, N.J.

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer Side — Center C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CUT OUT: LIGHT POLE & FIRE PLUG AT RIGHT. BLDG. AT LEFT & FENCE, SHOWING THEIR BLDG. INSTEAD, THE SIGNS IN 2ND FLOOR WINDOWS & ON THE DOORS. FADE OUT THE LARGE BLDG. AT RIGHT LIKE ON 4BH844.

SUBMIT RETOUCHED PHOTO TO CUSTOMER.

1.13/4
OK PDB

COLOR DESCRIPTION

COLORS: BRICK BLDG. 23. LIGHT COLOR TRIM & WINDOW FRAMES 13. DARK PART 48. UNDER WINDOWS & DOOR WHITE MARBLE. TWO LARGE SIGNS BLACK, LETTERS WHITE-NEON SIGN IN WINDOW REALTOR 18, FIRM NAME & BORDER 13. SIDE WALKS & CURB WHITE. STREET LT. GREY CONCRETE, BRICKS LIGHTER THAN 56. USE BEST JUDGEMENT ON PEOPLE. TRY TO SHOW PHOTOS IN WINDOWS.

PHOTO RETURNED TO

PHOTO USED FOR

RETURN PHOTO YES NO

2M—3-16-50

B-6
5-29-52 Hc 13c
La 03c

Add'l artwork
1.50 net

OW 2 15

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH357 ORDER NO. 72446 DATE 2-27-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER HOTEL MAYTAG
NEWTON, IOWA

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

HOTEL MAYTAG - NEWTON, IOWA

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

TO

COLOR DESCRIPTION

BRICKS BROWN AND TAN(#61 AND #27.)

RETURN PHOTO YES NO

PHOTO USED FOR

3M—9-16-50

859

Rimmed H.C. 102 L.C. 10½

GT

NO. 2CH-358

SANBORN SOUVENIR CO., DENVER, COLO.

ORDER NO. 72522

DATE 2-27-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. No

IMPRINT SAME AS ABOVE

TITLE: 1980. VISTA OF WILLIAMS CANON FROM THE VERANDA OF THE ENTRANCE PAVILION. CAVE OF THE WINDS, MANITOU SPRINGS, COLORADO

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

STRAIGHTEN SIDES OF ARCHWAY.

DISTANT HILLS ARE DARK BLUE-GREEN. CANON SIDES ARE MOSTLY CHALKY WHITE WITH SOME DARKER ROCKS INTERSPERSED. DARK BLUE-GREEN PINES AND DARK GREEN SHRUBBERY DIRECTLY UNDER BALCONY. ROAD IS OILED, WITH BROWN GRANITE WALLS, ETC. AT SIDE OF ROAD. VERANDA IS CONCRETE WITH IRON RAILING.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Reshoot IX7
Center on
8X10 Paper

RM

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB [illegible]	FEB 29 1952
SKETCH				
RETOUCHING	9	3	FEB 29 1952	MAR 6 1952
REPHOTO			MAR 4 1952	MAR 5 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 10 1952	MAR 26 1952
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	102	9½	4/28/52	4/28/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

GT

NO. 2CH-359

SANBORN SOUVENIR CO., DENVER, COLO.

ORDER NO. 72522

DATE 2-27-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. ~~YES~~ No

IMPRINT SAME AS ABOVE

TITLE: 1979. SERPENTINE DRIVE, DESCENDING FROM THE CAVE OF THE WINDS TO UTE PASS, WITH MANITOU SPRINGS IN THE VALLEY BELOW

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

DISTANT HILLS ARE DARK RICH BLUE-GREEN. VALLEY IS DARK GREEN WITH LIGHTER TONES AND TINTS. DO NOT WANT MANY RED ROOFS. ROAD IS OILED, HILLSIDE IS LIGHT WITH GREEN VEGATATION, DARK BLUE-GREEN PINES. ROCK WALLS ARE BROWNISH GRANITE. LOWER SLOPE IS GREEN TO TAN. PUT CLOUDS IN SKY.

Key Natural not artificial

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

2

... colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 28 1952	FEB 28 1952
SKETCH				
RETOUCHING		1½		MAR 4 1952
REPHOTO				
PHOTO-LITHO			MAR 11 1952	MAR 20 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	104	10		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH360 ORDER NO. 72447 DATE 2-27-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER EL FENIX CAFE
DALLAS, TEXAS

50 M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
EL FENIX CAFE - DALLAS, TEXAS

(All of this on address side) See Eau OCH1173
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE PHOTO "A"
BRING OUT AS MUCH DETAIL IN THE BLDG. AS POSSIBLE.

COLOR DESCRIPTION
GRILL WORK BLACK. VENETIAN BLINDS CANARY YELLOW, TILE BLUE, WHITE & YELLOW. (TILE TO BE OUTSTANDING) BORDERS OF TILE BLUE. SIGN RED BACKGRD WITH WHITE LETTERS. BRING OUT LETTERING IN SIGN. ROOF TILE REDDISH ORANGE COLOR. BLDG. WHITE STUCCO. WOODWORK, DOORS AND WINDOWS MAHOGANY. REMOVE TROLLEY WIRES AND TELEPHONE POLES. ADD CLOUDS TO BACKGROUND.

be sure make roofs red tile

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—2-16-50

Ref 7
Dec 106 Sc 1½
20 La 9
All

CW 2 H

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2 CH361 ORDER NO. 72450 DATE 2-27-52

CUSTOMER JEROME J. MESSER - QUEEN CITY MOTEL
DICKINSON, NORTH DAKOTA

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

12½ M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

QUEEN CITY MOTEL - DICKINSON, NORTH DAKOTA UPPER RIGHT

AAA — LOWER LEFT CORNER

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

REMOVE WIRES ETC., & CLEAN FOREGROUND & REMOVE POSTS.

COLOR DESCRIPTION

COLORS: WHITE, WITH GREEN ROOFS & TRIM. WINDOW SHUTTERS RED, AND GARAGE DOORS TAN. THE OFFICE (LEFT) HAS A RED-BROWN ROOF. SIGN IS LIGHT & DARK GREEN WITH WHITE LETTERING.

RETURN PHOTO YES NO

PHOTO USED FOR

TO

3M—C-16-50

842 Ret. 5 Amm H.C. 10E 14 103 4-21-52 L.A. 4

GT

NO. 2CH-362

DISTRIBUTED BY HAT CITY PUBLISHING CO.,
DANBURY, CONN.

ORDER NO. 72525

DATE 2-27-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

HOTEL GREEN AND MAIN STREET
LOOKING NORTH, DANBURY, CONN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT - REAR OF CAR ON EXTREME RIGHT, AND 'SALE" SIGN IN WINDOW OF KEIL & KEIL STORE.
HOTEL IS RED BRICK. COLUMNS ARE GRAY. GRAY BASE. CANOPIES ARE GREEN. SMALL BLDG. TO RIGHT OF HOTEL IS WHITE. NEXT ONE IS GRAY. BUILDING TO LEFT OF HOTEL IS PINKISH TAN. [redacted]

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

8/2

Photo in 2CH370

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 28 1952	[illegible]
SKETCH				
RETOUCHING		6¼	FEB 29 1952	MAR 5 1952
REPHOTO				
PHOTO-LITHO			MAR 11 1952	MAR 20 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1¾		
ARTIST DEPT.	103	9¾		4-25-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

857

GT

LINCOLN NEWS AGENCY, LINCOLN, NEB.

NO. 2CH-363

ORDER NO. 72526

DATE 7-28-52

25 M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

AERIAL VIEW OF DOWNTOWN LINCOLN, NEBRASKA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP AS MARKED. FOLLOW CARD 7AH3643 FOR COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			FEB 28 1952	FEB 28 1952
SKETCH				
RETOUCHING	5	4	FEB 29 1952	MAR 6 1952
REPHOTO				
PHOTO-LITHO			MAR 11 1952	MAR 20 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	22		3-21-52
ARTIST DEPT.	163	14		5-5-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

OK

857

NO. 2CH-364

DISTRIBUTED BY WOLF STUDIO,
MANHATTAN, KANSAS

ORDER NO. 72552

DATE 2-28-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

FIELD HOUSE AND GYMNASIUM, KANSAS STATE COLLEGE, MANHATTAN, KANSAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT PORTIONS OF 3 BUILDINGS IN EXTREME LEFT, 2 ROAD SIGNS, AND WIRES THAT SHOW. PUT IN GREEN GRASS AND FEW LOW SHRUBS IN YARD. AND A FEW CLOUDS IN SKY. SHOW CLEARLY "FIELD HOUSE" OVER LEFT ENTRANCE. BUILDING IS LIMESTONE-COLOR AS CARD 3BH892- KEEP SHADOWED SIDE AS LIGHT AS POSSIBLE TO LOOK WELL.
LEAVE THE LAMP POSTS IN.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 4 1952	MAR 14 1952
SKETCH				
RETOUCHING		6	MAR 3 1952	MAR 4 1952
REPHOTO				
PHOTO-LITHO			MAR 17 1952	MAR 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	106	9		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-365

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72560

DATE 2-29-52

12½ M POST CARDS C T ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER-BORDER

TITLE IN FULL

FIRST EVANGELICAL UNITED BRETHREN CHURCH, WINCHESTER, VIRGINIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 13 R. M. NO

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

USE GOTHIC TYPE.

FOLLOW ENCLOSED CLIPPING WITH COLOR INSTRUCTIONS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 4 1952	MAR 14 1952
SKETCH				
RETOUCHING		3	MAR 3 1952	MAR 4 1952
REPHOTO			FEB 29 1952	MAR 3 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952 APR 18 1952	MAR 26 1952
HAND COLOR PROOF	116	1½		
ARTIST DEPT.		9½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

APR 29 1952

Very Rush

Markenson

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH366 ✓ ORDER NO. 72469 ✓ DATE 2-29-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER RACE MOTOR SALES, INC. ✓
FERNDALE, MICHIGAN

12½ ✓ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE WHITE BORDE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full
RACE MOTOR SALES, INC.
BOT: 22525 WOODWARD AVE., FERNDALE, MICH.

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

Pt 6
Cam 106 Ac 1½
La 9
114
W OH

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH367 ORDER NO. 72477 DATE 2-29-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER PORTIS STYLE INDUSTRIES, INC.
CHICAGO, ILL.

25 -M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

COOLER-COOOLER-COOOOLER PORTIS STRAW

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

ADD ON TOP AND BOTTOM AS NECESSARY.

COLOR DESCRIPTION

FOLLOW COPY.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

5x7 Reprint
L.O. 1
Rel. 4½
Rem C.C. 10 f 2
L.A. 10

Rush
Rush

NO. 2CH368

S & S NEWS AGENCY, FORT SMITH, ARK.

ORDER NO. 72482

DATE 3-3-52

25 M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
MILLION DOLLAR VALLEY-
MILLION DOLLAR VIEW -
HIGHWAY 71 in BOSTON MOUNTAINS

SMALL TYPE: (LOWER BORDER)
PHOTO BY ALLEN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

USE BETTER OF TWO PHOTOS ENCLOSED.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOLOR PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 4 1952	MAR 14 1952
SKETCH				
RETOUCHING		2	MAR 4 1952	MAR 4 1952
REPHOTO				
PHOTO-LITHO			MAR 10 1952	MAR 25 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1		
ARTIST DEPT.		9-1		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-369

DISTRIBUTED BY HAT CITY PUBLISHING CO.,
DANBURY, CONN.

ORDER NO. 72593

DATE 3-3-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GREETINGS FROM CANDLEWOOD LAKE,
~~CONN.~~ DANBURY, CONN.

SMALL TYPE: (C)CURT TEICH & CO., INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

Color

SUBMIT SKETCH Make Black + Reduction for D10017

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

G860

C- 8AH69 ✓
A- 8AH2213 ✓
N- 8AH2214 ✓
D- 8AH67 ✓
L- 7BH71 ✓
E- 8AH66 ✓
W- 7BH328 - 2CH256 ✓
O- 8AH2212 ✓
O- 6BH1187 ✓
D- 8AH6 ✓

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 2 1952	
SKETCH	3-6	8	MAR 31 1952	APR 2 1952
RETOUCHING	3	5		
REPHOTO				MAY 8 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			~~APR 21 1952~~ APR 22 1952	
HAND COLOR PROOF				
ARTIST DEPT.	110	~~75~~ 134		5/26/52

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-370

DISTRIBUTED BY HAT CITY PUBLISHING CO.,
DANBURY, CONN.

ORDER No. 72593

DATE 3-3-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
GREETINGS FROM DANBURY, CONN.

SMALL TYPE: (C)CURT TEICH & CO., INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SUBMIT SKETCH

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Colored 1/7

9-860

D - 9A H 2034 ✓
A - 9A H 2032 ✓
N - 9A H 2033 ✓
B - 9A H 2035 ✓
U - 9A H 2030 ✓
R - 2CH 362 ✓
Y - 2CH 441 ✓

ATTENTION

Subjects on cards for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 3 1952	~~APR 22 1952~~ APR 23 1952
SKETCH	8-5	6	MAR 31 1952	
RETOUCHING	7	4		APR 3 1952
REPHOTO				
PHOTO-LITHO			APR 29 1952	MAY 5 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.		15		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

(F)

NO. 2CH-371

MRS. WARD KEESECKER, BERKELEY SPRINGS, W.VA.

ORDER No. 72598

DATE 3-3-52

6½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL (IN SKY)
THE CASTLE, BERKELEY SPRINGS, W.VA.
CENTER: INTERIOR, THE CASTLE,
THE EMPIRE ROOM

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

A 2-VIEW CARD: ARRANGED AS 1BH870 ENCLOSED. KODACOLOR PRINT ENCLOSED FOR COLORS OF CASTLE. ALSO SEE FURTHER INSTRUCTIONS ENCLOSED.

RETURN KODACOLOR PRINT TO CUSTOMER

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO YES

ENVELOPE PHOTO TICKET

2 Reprints as marked

ATTENTION 2

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				MAR 21 1952
SKETCH		1		
RETOUCHING		4	MAR 5 1952	
REPHOTO			MAR 4 1952	MAR 5 1952
PHOTO-LITHO			MAR 26 1952	APR 4 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	2		4-14-52
ARTIST DEPT.		11		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer
8/18/52
JKJ

Rush

NO. 2CH-372

MRS. WARD KEESECKER, BERKELEY SPRINGS, W.VA. ORDER No. 72598

DATE 3-3-52

6½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL (IN SKY)
THE CASTLE, BERKELEY SPRINGS, W. VA.
CENTER: INTERIOR, THE CASTLE, THE AMERICAN ROOM

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

A 2-VIEW CARD: ARRANGED AS 1BH870 ENCLOSED. KODACOLOR PRINT ENCLOSED FOR COLORS OF CASTLE-EXCEPT: GRASS TO BE GREEN ON LEFT SIDE OF CASTLE. ALSO WORK IN SOME BRIGHT COLORED FLOWERS IN FRONT OF CASTLE. SEE OTHER INSTRUCTIONS ENCLOSED.

RETURN KODACOLOR PRINT TO CUSTOMER

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

2 Pg Litho as marked

ATTENTION

2 Subjects on [illegible] Please [illegible] negative [illegible] are in [illegible] with other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				
SKETCH		1		
RETOUCHING		3½	MAR 1952	MAR 7 1952
REPHOTO			MAR 4 1952	MAR 5 1952
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	
HAND COLOR PROOF	107	2		
ARTIST DEPT.		11		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-373

DISTRIBUTED BY FOTOSHOP, MONTICELLO, IND.

ORDER NO. 72599

DATE 3-3-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GREETINGS FROM FREEMAN LAKE
MONTICELLO, INDIANA

SMALL TYPE: (C)CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SEE CUSTOMER ROUGH PENCIL SKETCH. USE VIEWS: OCH1508, 2CH-157, 2CH159 AND OTHERS ENCLOSED.

SUBMIT SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Colonial St. 8th
4860

F — OCH1837
R — 6B1190
E — OCH1490
E — OCH1508
A — 6H1295
N — OCH1508

D10284

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 2 1952	MAR 3 1952
SKETCH	10	6	MAR 26 1952	APR 2 1952
RETOUCHING		5		
REPHOTO				MAR 27 1952
PHOTO-LITHO			APR 10 1952	APR 29 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	103	16		5-8-52

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-374

MONTGOMERY NEWS CO., MONTGOMERY, ALA.

ORDER NO. 72605

DATE 3-4-52'

12½ M POST CARDS C.T. ART COLORTONE FULL FACE '

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GREETINGS FROM M A X W E L L
AIR FORCE BASE, ALABAMA'

PRIVATE # BEFORE TITLE: M-34'
SMALL TYPE: (C)CURT TEICH & CO., INC. '

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE '

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SHOW VIEWS IN THE WORD "MAXWELL". SHOW SOMEWHERE ON CARD-ON TOP, PREFERRABLY-NEW VIEW OF JET PLANES(2CH-377). VIEWS TO BE SHOWN IN LETTERS:

2CH-375 - BASE OPERATIONS BUILDING. (STICKER ATTACHED)
2CH-376 - SECTION OF FLIGHT LINE. (IF CAN BE USED)
2CH-378 - WEAVER THEATER SUBMIT SKETCH.
1BH-288 - AUSTIN HALL
3BH1673- BASE CHAPEL
7AH185 - COMM.OFFICER'S QUARTERS
1BH2060- BASE HOSPITAL

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Colorea [illegible]

M - 7AH185 ✓
A - 3BH1673 ✓
X - 2CH378 ✓
W - 1BH2060 ✓
E - 1BH288 ✓
L - 2CH375 ✓
2CH376 ✓

Rush

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up	....		MAY 6 1952	MAY 7 - 1952
SKETCH	10	7	MAY 1 1952	MAY 13 1952
RETOUCHING		6		
REPHOTO				
PHOTO-LITHO			MAY 14 1952	MAY 14 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.	100	5		5-22-52

Colonial Photo [illegible]

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-375

MONTGOMERY NEWS CO., MONTGOMERY, ALA.

ORDER NO. 72605

DATE 3-4-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

BASE OPERATIONS BUILDING,
MAXWELL AIR FORCE BASE, ALABAMA

PRIVATE # BEFORE TITLE: M-35

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

LIGHT CREAM BUILDING, TERRA COTTA TILE ROOF. LIGHT BLUISH GLASS IN TOP OF TOWER. CLOUDS IN SKY.

Pr - 2CH 374

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

4

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 6 1952	MAR 14 1952
SKETCH				
RETOUCHING	7	4	MAR 5 1952	MAR 6 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	MAR 26 1952
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	102	9	4/24/52	4/30/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-376

MONTGOMERY NEWS CO., MONTGOMERY, ALA.

ORDER NO. 72605

DATE 3-4-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

A SECTION OF FLIGHT LINE, MAXWELL AIR FORCE BASE, ALABAMA

PRIVATE # BEFORE TITLE: M-36

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP AS MARKED.
BUILDINGS IN FOREGROUND ARE WHITE WITH DARK ROOFS. LARGE TWO-STORY BUILDING WITH TOWER-CREAM AND TERRA COTTA TILE ROOF, WINDOWS IN TOWER(AT TOP) ARE LIGHT BLUE. DARKER PLANES ARE BLUE NAVY PLANES. SHOW CLOUDS, AND LAWN WHERE INDICATED IN PHOTO.

Phot 2CH374

YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

4

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 11 1952	MAR 13 1952
SKETCH				
RETOUCHING	1	4	MAR 11 1952	MAR 11 1952
REPHOTO				
PHOTO-LITHO				MAR 26 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	
HAND COLOR PROOF	107	1½		3-27-52
ARTIST DEPT.	103	9		5-1-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-377

MONTGOMERY NEWS CO., MONTGOMERY, ALA.

ORDER NO. 72605

DATE 3-4-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

FLYING IN FORMATION, MAXWELL AIR FORCE BASE, ALABAMA

PRIVATE # BEFORE TITLE: M-37

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TRIM ON JET PLANES-ASIDE FROM THE INSIGNIAS WHICH ARE REGULAR AIR FORCE COLORS-MIGHT BE EITHER OR A COMBINATION OF BLUE, RED AND ORANGE. SEE TISSUE OVERLAY. NOSE AND TAIL SHOULD BE THE SAME COLORING.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

4

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 7 1952	MAR 14 1952
SKETCH				
RETOUCHING	5	3	MAR 5 1952	MAR 7 1952
REPHOTO				
PHOTO-LITHO			MAR 17 1952	MAR 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	105	9		4-30-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-378

MONTGOMERY NEWS CO., MONTGOMERY, ALA.

ORDER No. 72605

DATE 3-4-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WEAVER THEATER, MAXWELL AIR FORCE BASE, ALABAMA

PRIVATE # BEFORE TITLE: M-38

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

BUILDING - #10 STUCCO. WHITE EAVES, WINDOW CASINGS, PILLARS AND NAME. CHOCOLATE BROWN DOORS. NICE GREEN LAWNS--ALSO BETWEEN CURBING AND SIDEWALK. EVERGREENS AT ENTRANCE, BUT PUT SOME MULTI-COLORED FLOWERS INTO THE 2 FLOWER POTS AT ENTRANCE. NICE CLOUDS.

TAKE OUT WIRES.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

859

ATTENTION

Subjects or, color for the customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Photo on 2CH378

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 7 1952	MAR 14 1952
SKETCH				
RETOUCHING		4	MAR 5 1952	MAR 7 1952
REPHOTO				
PHOTO-LITHO				APR 3 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	
HAND COLOR PROOF	107	1½		4-11-52
ARTIST DEPT.	110	9		5/5/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

8 P.

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH379 ORDER NO. 72657 DATE 3-4-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HOTEL LINCOLN
ODESSA, TEXAS

25 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

HOTEL LINCOLN,
ODESSA, TEXAS

(All of this on address side)
FRONT NO. 5 R. M. (Yes) No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer (C. T. Imprint) No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

MAKE REPHOTO.

COLOR DESCRIPTION

FOLLOW ~~EXR~~ COLOR INSTRUCTIONS MARKED ON EXTRA PRINT.

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M- 3-16-50

5x7 Repro
Rec. 6
Sam H. C 107 4-3-52 14
L. A. 9½

as quoted

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH380 ORDER NO. 72658 DATE 3-4-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER MOORE'S BRICK COTTAGES
CHESTER, VIRGINIA

50 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
MOORE'S
BRICK COTTAGES
RICHMOND-PETERSBURG PIKE

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(GROUP THREE)

FOLLOW PENCIL SKETCH FOR LAYOUT AND DESIGN.

COLOR DESCRIPTION

USE KODACHROMES FOR COLOR GUIDE.

RETURN PHOTO YES NO

X

Returned 5/8/52

RETURN KODACHROMES.

PHOTO USED FOR

3M—8-16-50

3 Reproductions from Kodachrome Transparencies

L.C.		1½
Red		7½
Sun L.C.	107 4-1-52	2½
L.A.		13
Tissue		

as requested

OWO 15

NO. 2CH-381

MRS. C. C. GRAHAM, PETOSKEY, MICH.

ORDER NO. 72617

DATE 3-5-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

A FRIGHTENED DOE AT SHRINE OF ST. FRANCIS OF ASSISI

PRIVATE NO. BEFORE TITLE - 161

SMALL TYPE: Courtesy of the Northern Michigan Review.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW INSTRUCTIONS ENCLOSED.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 7 1952	MAR 14 1952
SKETCH				
RETOUCHING	1	3	MAR 6 1952	MAR 7 1952
REPHOTO				
PHOTO-LITHO			MAR 21 1952	APR 4 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1½		
ARTIST DEPT.		9½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-382

AERO DISTRIBUTING CO., INC.,
CHICAGO, ILLINOIS

ORDER NO. 72620

DATE 3-5-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: EL-301. ELGIN TOWER,
ELGIN, ILLINOIS

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

SHOW FLAG FLYING. FIX STREET - SHOW ASPHALT.

REMOVE - PEOPLE AND CARS IN FOREGROUND.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 6 1952	MAR 13 1952
SKETCH				
RETOUCHING		5	MAR 6 1952	MAR 6 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	
HAND COLOR PROOF	107	1½		3-31-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-383

AERO DISTRIBUTING CO., INC.,
CHICAGO, ILLINOIS

ORDER NO. 72621

DATE 3-5-52

6½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: 923 - FEDERATED CHURCH,
WAUCONDA, ILLINOIS

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

REMOVE - AUTOS, LAMP POST, WIRES, AND LIGHTS. ALSO SNOW, AND SHOW GRASS. REMOVE ONLY THE SIGN: "PREACHING MISSION".
MEDIUM RED BRICK BUILDING, FRAME WORK AND TOWER ARE WHITE. ROOF IS GREEN. PUT LEAVES ON TREES AND FILL OUT BUSHES.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 10 1952	MAR 12 1952
SKETCH				
RETOUCHING	6	4	MAR 6 1952	MAR 10 1952
REPHOTO				2
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	MAR 26 1952
HAND COLOR PROOF	102	1½		3-31-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-384

AERO DISTRIBUTING CO., INC.,
CHICAGO, ILLINOIS

ORDER NO. 72621

DATE 3-5-52

6½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: 924 - TRANSFIGURATION
CATHOLIC CHURCH,
WAUCONDA, ILLINOIS

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

REMOVE PARTIAL HOUSE SHOWING ON RIGHT. COVER MOST OF HOUSE ON LEFT WITH FOLIAGE. REMOVE MOST OF BRANCHES IN FOREGROUND. SHOW SOME FOLIAGE.

WHITE FRAME BUILDING, MAIN ROOF IS DARK GRAY. ROOF ON TOWER IS GREEN.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 6 1952	MAR 13 1952
SKETCH				
RETOUCHING	7	5	MAR 6 1952	MAR 6 1952
REPHOTO				
PHOTO-LITHO			MAR 17 1952	MAR 25 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-387

COOPER'S NEWS AGENCY, PANAMA CITY, FLA.

ORDER NO. 72622

DATE 3-5-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

LARKWAY VILLAS, PANAMA CITY, FLORIDA "THE MOST EXCLUSIVE ON THE GULF BEACH"

PRIVATE # BEFORE TITLE: PC.83

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE PHOTO FROM 9AH877. REMOVE LOWER PANEL, AND ADD EITHER SKY OR WATER FOR PROPORTION OF FULL-FACE VIEW. FOLLOW CARD 9AH877 FOR COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 12 1952	MAR 1- 1952
SKETCH				
RETOUCHING		3½	MAR 11 1952	MAR 12 1952
REPHOTO			3-7-52	MAR 11 1952
PHOTO-LITHO				APR 3 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	
HAND COLOR PROOF	107	1½		4-4-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

5x7

NO. 2CH-388

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72627

DATE 3-5-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

THE KELLY-SPRINGFIELD TIRE PLANT,
CUMBERLAND, MD.

PRIVATE # LOWER RIGHT CORNER: #53

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 13 R. M. NO

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION RETURN PHOTO #5756 TO CUSTOMER PROMPTLY.

USE GOTHIC TYPE. MAKE REPHOTO: NOTE IN LOWER RIGHT CORNER A PORTION OF A POWER PLANT. CROP FOREGROUND TO ELIMINATE, OR REMOVE AND SHOW GRASS IN THAT SECTION. BUILDINGS ARE ALL RED, ROOFS ARE OF GRAY SLAG. TANKS IN FOREGROUND & LARGE ONE NEARER POWER PLANT AT LEFT OF PHOTO ARE OF DARK BROWN COLOR. RAIL TRACKS AT FRONT OF PHOTO HAVE A LIMESTONE BALLAST ON EITHER SIDE. IN BACKGROUND OF BLDGS., AT LEFT OF PICTURE THERE IS SOME OPEN GRADED EARTH-PUT GRASS IN THIS SPACE. WIDE DRIVEWAYS ARE DARK GRAY ASPHALT (ALMOST BLACK) & FOOT PATHS ARE ALL IN CONCRETE.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOLPROOF YES RETURN PHOTO YES

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 10 1952	MAR 10 1952
SKETCH				
RETOUCHING		4		MAR 10 1952
REPHOTO				
PHOTO-LITHO				MAR 25 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	
HAND COLOR PROOF	106	2 hr		
ARTIST DEPT.	103	11		4-17-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer 9/17/52

NO. 2CH-389

ERIC NELSON NEWS CO., OMAHA, NEB.

ORDER NO. 72635

DATE 3-6-52

12½M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

HEADQUARTERS BUILDING, NORTHERN NATURAL GAS COMPANY, OMAHA, NEBRASKA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SHOW LEAVES ON BUSHES AND TREES. A DRIVEWAY RUNS ALONG FRONT OF BUILDING TO ENTRANCE-DO NOT SHOW IT AS GRASS. A PIECE OF THE GOLD TRIM ON CANOPY AT ENTRANCE IS MISSING AND SHOULD BE PUT IN. BUILDING IS BUFF, WITH BROWN MARBLE BASE. ALUMINUM CENTER SECTION. GOLD TRIM AT ENTRANCE.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 10 1952	MAR 12 1952
SKETCH				
RETOUCHING		4½	MAR 6 1952	MAR 10 1952
REPHOTO				
PHOTO-LITHO			MAR 17 1952	MAR 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	116	1½		
ARTIST DEPT.		4½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH390 ORDER NO. 72675 DATE 3-6-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER AMERICAN MOTEL
CINCINNATI 11, OHIO

12½ M BUSINESS CDS SIZE 3½ X 2 5/16 STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
AMERICAN MOTEL - TELEVISION IN EVERY ROOM (AAA)

(All of this on address side)
FRONT NO. NO R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE PHOTO FROM 2CH152. MAKE NEW BLACK NEGATIVE.

REDUCE COLOR PLATES.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO USED FOR

3M—2-16-50

as quoted

QR 2H

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH391 ORDER NO. 72676 DATE 3-6-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER LOUIS L. STEINBERG STUDIO
DU BOIS, PENNSYLVANIA

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FA[illegible]E

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

CRUISE INN - OVERLOOKING THE BEAUTIFUL CLARION RIVER
BOT: LOCATED ON PENNA. HIGHWAY, ROUTE NO. 322.
1 MILE WEST OF CLARION, PA. (SEE LAYOUT)

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW LAYOUT.

COLOR DESCRIPTION

FOLLOW LAYOUT.

RETURN PHOTO YES NO

PHOTO USED FOR

RETURN KODACHROMES.

3M—8-16-50

5 x 7 Reprint [illegible]
Ref. [illegible] 6
[illegible] 10

as quoted

NO. 2CH-392

KEENAN NEWS AGENCY, SPOKANE, WASH.
PHOTO BY ROCCO DICEGLIE

ORDER NO. 72638

DATE 3-6-52

5X7

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

TITLE: 607. A. C. M. CO. SMELTER
AT NIGHT, ANACONDA, MONTANA

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 10 1952	MAR 12 1952
SKETCH				
RETOUCHING		3:1		MAR 10 1952
REPHOTO				
PHOTO-LITHO			MAR 17 1952	MAR 25 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1½		
ARTIST DEPT.		9¾		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-393

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 72802

DATE 3-6-52

25 M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, ~~LOWER, CENTER-BORDER~~

TITLE IN FULL

"SANTA CLAUS LANE" HOLLYWOOD
BOULEVARD, HOLLYWOOD, CALIFORNIA

PRIVATE NO. BEFORE TITLE- 802

~~SMALL TYPE: PHOTO BY "NICK" WHITTINGTON~~

RETOUCHING AND COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

Reset

FOLLOW ~~INSTRUCTIONS ENCLOSED~~, AND MAKE NIGHT SCENE.

YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			~~MAR 14 1952~~	MAR 14 1952
SKETCH				
RETOUCHING	1	7	3-7-52	MAR 1 - 1952
REPHOTO				MAY 26 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAY 6 1952	
HAND COLOR PROOF	166	2		
ARTIST DEPT.		10½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

Not filed MAY 1 1952 MAY 3 1952

Correction on Photo
Set 2 Tues. #9

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH394 ORDER NO. 72691 DATE 3-7-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

2 Photos for this Customer

PHOTO RETURNED TO

CUSTOMER VOGUE MOTEL
VALLEY STATION, KY.

12½ M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FACED 3 SIDES

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate (Yes) No Copyright in Plate Yes No

Title in full IN 1" PANEL ON BOTTOM:-
VOGUE MOTEL - VALLEY STATION, KENTUCKY
LOCATED 6 MILES SOUTH OF LOUISVILLE,
KY.....ETC. (SEE COPY)

(All of this on address side)

FRONT NO. 5 R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer Side — Center C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

FULL FACE 3 SIDES WITH PANEL AT BOTTOM. (PANEL 1" HIGH)

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

PANEL TO HAVE LIGHT YELLOW BACKGROUND.

FOLLOW TISSUE OVERLAY.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—2-16-50

Ref. 107 7
H.C. 1/2
L.A. 83

as quoted

Red Complexion

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH395 ORDER NO. 72692 DATE 3-7-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

2 Photos for this Customer

PHOTO RETURNED TO

CUSTOMER VOGUE MOTEL
VALLEY STATION, KY.

12½ M BUSINESS CARDS SIZE 3½ X 2 5/16 STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
VOGUE MOTEL - VALLEY STATION KENTUCKY
LOCATED 6 MILES SOUTH OF LOUISVILLE,
KY....(SEE COPY)

(All of this on address side)
FRONT NO. NO R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE PHOTO FROM 2CH394. MAKE NEW BLACK NEGATIVE.
REDUCE COLOR PLATES.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

105 L.O. ½
6-5-52 L.R. 2½

as quoted

NO. 2CH-396

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER No. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WATERFORD PARK RACE TRACK, NEAR
EAST LIVERPOOL AND WELLSVILLE,
OHIO AND CHESTER AND NEWELL,
WEST VIRGINIA

SMALL TYPE AT BOTTOM: PHOTO BY
DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

WHITE CEMENT BUILDINGS, BLACK ROOFS. GREEN AT TOP END OF GRANDSTAND.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

11 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 12 1952	MAR 14 1952
SKETCH				
RETOUCHING		3	MAR 10 1952	MAR 12 1952
REPHOTO				
PHOTO-LITHO				APR 3 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	
HAND COLOR PROOF	107	1½		4-9-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-397

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER NO. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER-BORDER

TITLE IN FULL
TRI-STATE VIEW SHOWING WEST VIRGINIA, PENNSYLVANIA AND OHIO, TAKEN AT EAST LIVERPOOL, OHIO

SMALL TYPE AT BOTTOM: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

SHOW CLOUDS.

Photo 2CH 1559

D 0309

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

Subjects or ... for ... or ... Please see to it that ... ... are ... in ... to make an ...

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 11 1952	MAR 11 1952
SKETCH				
RETOUCHING		3	MAR 10 1952	MAR 11 1952
REPHOTO				
PHOTO-LITHO			MAR 17 1952	MAR 25 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		3-26-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-398

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER No. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

CARNEGIE PUBLIC LIBRARY,
WELLSVILLE, OHIO

SMALL TYPE AT BOTTOM: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT-SHADOWS, CARS AND WIRES. CLEAN UP LAWN. ADD LEAVES AND CLOUDS.

DEEP RED BRICK BUILDING, WHITE TRIM. DARK GRAY ROOF. CEMENT SILLS AND STEPS. NATURAL WOOD DOORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 13 1952	MAR 14 1952
SKETCH				
RETOUCHING	18	4	MAR 10 1952	MAR 17 1952
REPHOTO				
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	
HAND COLOR PROOF	106	1½		
ARTIST DEPT.		9	5-20-52	5-21-52

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-399

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER No. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
IMMACULATE CONCEPTION CATHOLIC CHURCH AND SCHOOL, WELLSVILLE, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION
TAKE OUT WIRES AND BRANCHES OF TREES. ADD CLOUDS.
CHURCH IS DARK RED BRICK WITH GRAY SLATE ROOF. DARK WOOD DOORS, WHITE WOOD TRIM. CEMENT SILLS AND CORNERS AS SHOWN.
SCHOOL IS LIGHT BUFF BRICK, DARK STONE TRIM. DARK SLATE ROOF.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

11

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 12 1952	MAR 14 1952
SKETCH				
RETOUCHING	7	5½	MAR 10 1952	MAR 12 1952
REPHOTO				
PHOTO-LITHO				APR 3 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	
HAND COLOR PROOF	106	1½		
ARTIST DEPT.				

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-400

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER NO. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER-BORDER

TITLE IN FULL

McCOLLOUGH JEFFERSON COUNTY CHILDREN'S HOME, WELLSVILLE, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

LIGHT BUFF BRICK BUILDING, DARK GREEN ROOF. STONE BASE, DARK GRAY TRIM.

TAKE OUT WIRES AND CAR. ADD CLOUDS AND LEAVES. CLEAN UP LAWN.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

11

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 13 1952	MAR 14 1952
SKETCH				
RETOUCHING		5	MAR 10 1952	MAR 13 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	MAR 26 1952
HAND COLOR PROOF	107	1½		3-18-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-401

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER No. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ROADSIDE PARK AT JUNCTION OF ROUTES 45 and 7, WELLSVILLE, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT SIGN, POLES AND WIRES. TAKE OUT SNOW, AND SHOW GREEN GRASS AND LEAVES ON TREES. ADD CLOUDS. SHOW FLAG ON POLE.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

[illegible] the color formulas [illegible] Please see to it that all our representatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 11 1952	MAR 13 1952
SKETCH				
RETOUCHING		3½	MAR 10 1952	MAR 11 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 17 1952	MAR 28 1952
HAND COLOR PROOF	107	1½		3-31-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-402

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER NO. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER-BORDER

TITLE IN FULL

MARY PATTERSON MEMORIAL HOME,
EAST LIVERPOOL, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY
DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT CARS AND PARKING METERS. ADD CLOUDS.

RED-BROWN BRICK BUILDING, CEMENT SILLS, STEPS AND TRIM.

Photo on 2CH 1559

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Straight

ATTENTION

11

in

to make

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 18 1952	MAR 28 1952
SKETCH				
RETOUCHING		5-✓	MAR 11 1952	MAR 13 1952
REPHOTO				MAR 11 1952
PHOTO-LITHO				APR 14 1952
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	107	15		4-16-52
ARTIST DEPT.		10	5-16-52	5-19-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-403

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER No. 72816

DATE 3-7-52

12½ ~~M~~ POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

BUS TERMINAL, EAST LIVERPOOL, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT STOP LIGHT, WIRES AND CARS. ADD CLOUDS.
WHITE TILE BUILDING, GREEN LETTERS ON SIGN. BLACK AND LIGHT GREEN TRIM AT TOP. BLACK TILE BASE.

Photo in - 2CH 1559

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 12 1952	MAR 14 1952
SKETCH				
RETOUCHING		5	MAR 10 1952	MAR 12 1952
REPHOTO				APR 3 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	
HAND COLOR PROOF	06	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

11

NO. 2CH-404

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER No. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MEMORIAL AUDITORIUM, EAST LIVERPOOL, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

LIGHT BRICK BUILDING. ADD CLOUDS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 11 1952	MAR 13 1952
SKETCH				
RETOUCHING	3	3½	MAR 10 1952	MAR 11 1952
REPHOTO				
PHOTO-LITHO			MAR 17 1952	MAR 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	101	1½		3-31-52
ARTIST DEPT.		8¾	MAY 22 1952	

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-405

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER No. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

AMERICAN LEGION POST, EAST LIVERPOOL, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT SIGN. ALSO CARS AND BUILDINGS ON RIGHT. "CENTER" THE LEGION BUILDING. ADD CLOUDS. ADD FLAG ON POLE.

BUILDING IS RED BRICK.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Replot

11

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 14 1952	MAR 17 1952
SKETCH				
RETOUCHING	5	3	MAR 11 1952	MAR 14 1952
REPHOTO				MAR 11 1952
PHOTO-LITHO			MAR 21 1952	APR 3 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106			
ARTIST DEPT.		95		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-406

ROGERS NEWS AGENCY, EAST LIVERPOOL, OHIO

ORDER NO. 72816

DATE 3-7-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WELLSVILLE HIGH SCHOOL AND
MEMORIAL GYMNASIUM,
WELLSVILLE, OHIO

SMALL TYPE LOWER BORDER: PHOTO BY
DON ECKERT STUDIOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT CARS AND SHADOWS, WIRES AND SMOKE. ADD CLOUDS.

LIGHT BUFF BRICK BUILDING THROUGHOUT. CEMENT ON SILLS AND TOP.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

11

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 14 1952	MAR 17 1952
SKETCH				
RETOUCHING	10	5	MAR 10 1952	MAR 14 1952
REPHOTO				
PHOTO-LITHO			MAR 21 1952	APR 3 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	116	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH407 ORDER NO. 72699 DATE 3-10-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER C.C.EBY & CO.
ST. IGNACE, MICH.

25 M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full LOWER IN PLATE:

FAMOUS COBBLESTONE CAFE AND MOTEL,
ST. IGNACE, MICH.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE PHOTO MARKED "USE THIS VIEW" -

SEE TISSUE OVERLAY & BACK OF EXTRA PHOTO.

SUBMIT RETOUCHED PHOTO TO CUSTOMER FOR O.K..

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

CAFE ROOF MIXED NOS. 23 AND 59. WALLS OF BOTH CAFE & MOTEL NATURAL COBBLE-STONES. SIGN LETTERS & ALL TRIM ON BOTH BLDGS. IN CINNABAR RED. GREEN GRASS PLOT AT LEFT. THIN LINE OF GRASS BETWEEN ROAD & PRIVATE PARKING. REMOVE 3 SMALL SIGNS & POSTS IN THIS GRASS STRIP. REMOVE WHITE SEAT NEAR LEFT REAR OF CAFE & INSERT ONE OR TWO CARS. INSERT ONE OR TWO CARS BETWEEN BLDGS, CENTER. REMOVE DARK BLDG. EXTREME RIGHT - CAR O.K. BUT REMOVE POST IN FRONT OF IT. INSERT AMERICAN FLAG ON CAFE POLE. BUILD IN CLOUDS IN FAIRLY DEEP CONTRAST. USE AS BRIGHT COLORS AS POSSIBLE.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

F

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH-408 ORDER NO. 72825 DATE 3-10-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HOLIDAY HOUSE RESTAURANT
ST. PETERSBURG, FLORIDA

6½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

NO TITLE

(All of this on address side)
FRONT NO. 5 R. M. to come Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW TISSUE OVERLAY

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M--8-16-50

1868 Pr 6 40 2 107 4-3-52 40 9

Credit

Ok Blue Impression

Rut 3-1
167
7-3-52 MC 2
50934

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH-409 ORDER NO. 72826 DATE 3-10-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER IRA E. OWEN
PETERSBURG, ILLINOIS

6½ M POST CARDS SIZE 3½ x 5½ STYLE ART COLORTONE-FULL ~~FACE~~

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
LINCOLN AND HIS SCHOOLMASTER
FOREVER THIS LAND

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

FOLLOW KODACHROME TRANSPARENCY FOR COLORS

RETURN KODACHROME TO CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—3-18-50

VERY RUSH
MUST HAVE PROOF 7/2/52

NO. 2CH410

CURT TEICH & COMPANY, INC., CHICAGO, ILL.

ORDER NO. K 45638

DATE 3-10-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

I'LL BE BARRELING IT HOME SOON-
SURE DO MISS YOU

UPPER RIGHT: C-813
SMALL TYPE LOWER LEFT:
(C) CURT TEICH & CO., INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW PENCIL SKETCH. USE BRIGHT COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 18 1952	MAR 19 1952
SKETCH				
RETOUCHING	1	6	–	MAR 13 1952
REPHOTO				
PHOTO-LITHO			MAR 20 1952	APR 1 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		4-1-52
ARTIST DEPT.	108	9		5-9-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH411

CURT TEICH & COMPANY, INC., CHICAGO, ILL.

ORDER NO. K 45638

DATE 3-10-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

BEFORE EVERYTHING GOES TO POT
YOU'LL BE HEARING FROM ME

UPPER RIGHT: C-814
SMALL TYPE: (LOWER LEFT: (C) CURT TEICH & CO., INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW PENCIL SKETCH. USE BRIGHT COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 18 1952	MAR 19 1952
SKETCH				
RETOUCHING		6		MAR 14 1952
REPHOTO				
PHOTO-LITHO				APR 1
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	1952
HAND COLOR PROOF	157	1 34		4-2-52
ARTIST DEPT.	102	9 1/2	5/8	5/12/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

D 4

NO. 2CH412

CURT TEICH & COMPANY, INC., CHICAGO, ILL.

ORDER NO. K 45638

DATE 3-10-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

YOU SHUT YOU TRAP - YOU SHUT YOURS

UPPER RIGHT: C-815

SMALL TYPE LOWER LEFT:
(C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO.

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW PENCIL SKETCH. USE BRIGHT COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL ~~PROOF~~ YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 18 1952	MAR 19 1952
SKETCH				
RETOUCHING		6		MAR 14 1952
REPHOTO				APR 1 1952
PHOTO-LITHO			MAR 20 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	134		4-2-52
ARTIST DEPT.	105	92		5-13-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH413

CURT TEICH & COMPANY, INC., CHICAGO, ILL.

ORDER NO. K 45638

DATE 3-10-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

THAT MODEL STANDS FAR OUT IN FRONT OF ALL OTHERS

UPPER RIGHT: C-816
SMALL TYPE LOWER LEFT:
(C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW PENCIL SKETCH. USE BRIGHT COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 18 1952	MAR 19 1952
SKETCH				
RETOUCHING	9	6		MAR 13 1952
REPHOTO				APR 1 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF	107	13½		4-3-52
ARTIST DEPT.	104	9½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH414

CURT TEICH & COMPANY, INC., CHICAGO, ILL.

ORDER NO. K 45638

DATE 3-10-52

25 M POST CARDS C.T. ART EOLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

THERE'S "BARELY" ANY BUSINESS AT ALL -

UPPER RIGHT: C-817
SMALL TYPE LOWER LEFT:
(C) CURT TEICH & CO.,INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW PENCIL SKETCH. USE BRIGHT COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 18 1952	MAR 19 1952
SKETCH				
RETOUCHING		6		MAR 19 1952
REPHOTO				
PHOTO-LITHO				APR 3 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 20 1952	
HAND COLOR PROOF	107	1 36		4-9-52
ARTIST DEPT.	104	9 12		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-415

J. P. BELL CO., INC., LYNCHBURG, VA.

FRED DUDLEY PHOTO

ORDER NO. 72841

DATE 3-11-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

U. S. POST OFFICE, LYNCHBURG, VIRGINIA

PRIVATE # BEFORE TITLE: ~~752~~ N-751

~~SMALL TYPE: (C) BY FRED DUDLEY~~

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

REMOVE ALL WIRES FROM PICTURE. FOLLOW CARD 4A539-N FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

G853

ATTENTION 2

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 14 1952	MAR 17 1952
SKETCH				
RETOUCHING		6	MAR 11 1952	MAR 14 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	APR 3 1952
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	107	9		4-29-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-416

J. P. BELL CO.,INC., LYNCHBURG, VA.

ORDER NO. 72841

DATE 3-11-52

12½M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

RIVERMONT BRIDGE AND "D" STREET VIADUCT, LYNCHBURG, VIRGINIA

PRIVATE # BEFORE TITLE: ~~[illegible]~~ N-933

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

REMOVE ALL AUTOMOBILES FROM THE PICTURE. FOLLOW CARD 117346-N FOR COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

2

[illegible] copiers or order for this [illegible] please see to it that [illegible] negatives are uniform [illegible] colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 14 1952	MAR 17 1952
SKETCH				
RETOUCHING	4	3	MAR 11 1952	MAR 14 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			MAR 21 1952	APR 3 1952
HAND COLOR PROOF	106	2		
ARTIST DEPT.		11		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH417

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GRAND BALL ROOM

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOLOR PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Use Offset
New Color

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH	10	1½	MAR 20 1952	APR 2 1952
RETOUCHING	5	2		
REPHOTO				MAR 20 1952
PHOTO-LITHO			1952	APR 14 1952
BLUEPRINT STRIPPING, OPAQUING			APR 2	
HAND COLOR PROOF	102	1½		4-24-52
ARTIST DEPT.	101	5¾	5-29-52	5-29-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer
5/19/52

NO. 2CH423

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

JACKSON'S HORSE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Reprint

Make Offset Colors for Pres

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH	10	½	MAR 18 1952	APR 2 1952
RETOUCHING	5	1½		
REPHOTO				
PHOTO-LITHO			APR 2 1952	APR 14 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	116	1		
ARTIST DEPT.	101	3½	5-27-52	5-28-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

Higher

NO. 2CH424

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

LEANING TOWER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL ~~PROOF~~ YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Make Offset Color Plans for

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH	10	½	MAR 18 1952	APR 2 1952
RETOUCHING	5	2		
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 2 1952	APR 14 1952
HAND COLOR PROOF	107	1½		4-24-52
ARTIST DEPT.	86	6	5-27-52	

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

5/28/52

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH427 ORDER NO. 72719 DATE 3-13-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER CROSS ROADS TOURIST COURT
DE WITT, IOWA

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

CROSS ROADS MOTEL - DE WITT, IOWA

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

BLDGS. BUFF BRICK WITH WHITE TRIM. AWNINGS RED & WHITE STRIPS. SIGNS - RED BACK GROUND WITH WHITE LETTERS, UMBRELLAS - GREEN & WHITE. FLOWERS - YELLOW MARIGOLDS, RED, WHITE AND BLUE PETUNIAS.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

101 - 5-17-52

Red 6

Red Engraver

F

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH428 ORDER NO. 72720 DATE 3-13-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER OCEAN PLAZA HOTEL
MYRTLE BEACH, SOUTH CAROLINA

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACED

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full OCEAN PLAZA HOTEL AND FISHING PIER
MYRTLE BEACH, S.C. AMERICA'S FINEST STRAND
670 MILES SOUTH OF NEW YORK, 735 MILES
NORTH OF MIAMI

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CROP FROM BOTTOM. CUT OUT CARS, WIRES, POLES & SHADOWS. CUT SHRUBBERY EXTREME RIGHT & SHOW OCEAN. PERMA STONE AROUND PORCH & CORNER BACK OF SHRUBBERY. BRING OUT SIGNS "HOTEL OCEAN PLAZA" TOP "SODA SHOP" BOTTOM. CUT OUT BAR ABOVE SODA SHOP SIGN. PUT SIGN "FISHING PIER" ON TOP PIER HOUSE AT EXTREME RIGHT.

COLOR DESCRIPTION

ENDS JUTTING OUT ON FACE OF BLDG. ARE IVORY, SECTION BETWEEN ABOVE DECK PINK, SECTION ON RIGHT FROM CORNER TO CORNER IS PINK, ALL BLDG. IS STUCCO. PIER HOUSE IS WHITE ASBESTOS SIDING.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

NO. 2CH-429

SAM J. RODES, DELAND, FLA.

ORDER NO. 72860

DATE 3-13-52.

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

FLORIDA'S FAMOUS FOUNTAIN AT NIGHT, STETSON UNIVERSITY, DELAND, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION MAKE INTO NIGHT SCENE.

FOLLOW KODACHROME TRANSPARENCY AND COLOR SLIDE FOR COLORS.

SEE TISSUE OVERLAY, ALSO CARDS ENCLOSED FOR IDEAS ON COLORS.

RETURN KODACHROME AND SLIDE TO CUSTOMER:
SAM J. RODES, P.O.BOX 1177, DELAND,FLA.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

CUSTOMER

DO NOT TIE AWAY

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 1 9 1952	MAR 21 1952
SKETCH				
RETOUCHING			MAR 1 7 1952	MAR 1 9 1952
REPHOTO			MAR 26 1952	
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1 1/2		4-7-52
ARTIST DEPT.		9 3/4		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer
5/12/52
(21)

NO. 2CH418

MARKEN & BIELFELD, INC., FREDERICK MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER BORDER

TITLE IN FULL

BRIDAL VEIL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Media Offset & Color for Jews

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH	10	1/2		
RETOUCHING	5	1½	MAR 18 1952	APR 2 1952
REPHOTO				
PHOTO-LITHO				APR 14 1952
BLUEPRINT STRIPPING, OPAQUING			APR 2 1952	
HAND COLOR PROOF	107	1		4-24-52
ARTIST DEPT.	35	5½	5-29-52	6-20-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

5/19/52

NO. 2CH419

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 sides

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE IN FULL

GROTTO OF THE LILY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

Made for Offset Color

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	
SKETCH	10	1½	MAR 18 1952	APR 2 1952
RETOUCHING	5	2		
REPHOTO				
PHOTO-LITHO			APR 2 1952	APR 14 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	1		
ARTIST DEPT.	102	5½	5/19/52	6/13/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer 5/19/52 SJ

NO. 2CH420

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

OYSTER SHELLS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF ~~YES~~ RETURN PHOTO

ENVELOPE PHOTO TICKET

Rule

Meade Offset Color for Tues

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH	15	1½		
RETOUCHING	4	1	MAR 13 1952	APR 2 1952
REPHOTO				
PHOTO-LITHO		1		
BLUEPRINT STRIPPING, OPAQUING			APR 2 1952	APR 14 1952
HAND COLOR PROOF	166	1½		
ARTIST DEPT.	110	6		6/4/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

5/14/52

NO. 2CH421

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

DECORATED SHIELD

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF COL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Make Offset for New Color

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH	10	1/2	MAR 10 1952	APR 2 1952
RETOUCHING	4	1		
REPHOTO				APR 14 1952
PHOTO-LITHO			APR 1952	
BLUEPRINT STRIPPING, OPAQUING			APR	
HAND COLOR PROOF	107	1		4-24-52
ARTIST DEPT.	101		5-28-52	5-28-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

5/19/52

NO. 2CH422

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

TITAN'S HAND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Make Offsets for Two Colors

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH KO	10	½	MAR 13 1952	APR 2 1952
RETOUCHING	5	1½		
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 2 1952	APR 14 1952
HAND COLOR PROOF	106	1½		
ARTIST DEPT.		6		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH425

MARKEN & BIELFELD, INC., FREDERICK, MD.

ORDER NO. 72713

DATE 3-11-52

25 M MIN VIEW ART COLORTONE 3½ x 2½ FULL FACE 3 SIDES

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

ALPINE TERRACE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

RETURN KODACHROME.

YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Make Offset Color for New

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 24 1952	MAR 25 1952
SKETCH	10	½	MAR 13 1952	APR 2 1952
RETOUCHING		1		
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 2 1952	APR 14 1952
HAND COLOR PROOF		1½		
ARTIST DEPT.				

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH-426 ORDER NO. 72847 DATE 3-12-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER TIMKEN ROLLER BEARING CO., CANTON, OHIO

12½ M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

MAIN PLANT AND PRODUCTS OF THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE COLORED PHOTO AS COPY

PICTURES AND TITLES AS PER DRAWING

COLOR DESCRIPTION

Colored Photo on Regular Large H-file

USE COLORED PHOTO AS COPY

PICTURES AND TITLES AS PER DRAWING

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

Use new photo of railway journal in place of one shown on proof. Coloring as before.

Customer objects to the use of brown in the roll neck bearing and doesn't like the pink shown in the railway journal bearing. Customer prefers to have different shades of blue rather than using the pinks or browns.

The letter T in word The before Timken Roller Bearing Company should be captilized.

MAKEOVER

MAKEOVER

MAY 12 1952

MAKEOVER

Charge to CUSTOMER Dept.

EST. Makeover Time Required

MAY 14 1952

MAY 26 1952

MAKEOVER

MAKEOVER

MAKEOVER

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 2CH430 ORDER NO. 72725 DATE 3-13-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER RAY MILLS ADV. AGENCY, INC.
AUBURN, MAINE

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full IN SCROLL:
BELGRADE HOTEL AND COTTAGE RESORT
BELGRADE LAKES, MAINE

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

CROP AS MARKED.

COLOR DESCRIPTION

BLDG #59. ROOFS #59. WINDOW FRAMES - WHITE. SKY #3. BRING OUT WHITE CLOUDS. TREES #65 & #8. AWNINGS - WHITE WITH #65 STRIPES. FLAG-RED WHITE & BLUE. GRASS #29. AUTOS - ANY NATURAL COLORS. CHIMNEY - #62 - USE YOUR JUDGEMENT AS TO COLORS TO BE USED ON HORSES, PEOPLE, ETC.

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Red 4½
Grn 4.G 1½
L.Bl. 9
103
5-22-52

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH431 ORDER NO. 72726 DATE 3-14-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER SOUTHERN OPTICIANS
GREENVILLE, SOUTH CAROLINA

12½ M BUSINESS CDS SIZE 2 X 3½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IN PANEL:
SOUTHERN OPTICIANS
108 E. NORTH ST.
GREENVILLE, S.C.

(All of this on address side) 3 SIDES

FRONT NO. NO R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH FOR LAYOUT AND COLORS - NOT SIZE.

COLOR DESCRIPTION

FOLLOW SKETCH.

Bus Card

RETURN PHOTO YES NO

PHOTO USED FOR

3M—3-16-50

NO. 2CH-432

MURRELL POST CARD CO., DAYTONA BEACH, FLA.

ORDER NO. 72864

DATE 3-14-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

BEACH STREET, DAYTONE BEACH, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE # BEFORE IMPRINT: D.53

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Red Supreme

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 25 1952	MAR 27 1952
SKETCH				
RETOUCHING		5	3-21-52	MAR 25 1952
REPHOTO				
PHOTO-LITHO			MAR 28 1952	APR 17 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		
ARTIST DEPT.	20	10	JUN 4 1952	6-6-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

E

NO. 2CH-433

LYNCH'S FAIRWAY STORE,
GORDON, WIS.

ORDER No. 72869

DATE 3-17-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
GREETINGS FROM GORDON, WISCONSIN
TRAVEL HIWAY U.S. 53 TO GORDON
IN THE NORTHWEST WISCONSIN
WILDERNESS. VISIT LYNCH'S STORE

SMALL TYPE: (C)CURT TEICH & CO.,
INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

MAKE UP CARD SIMILAR TO SUBJECT OBH-1, FOLLOWING CUSTOMER SKETCH ENCLOSED., SHOWING THE MAIN HIWAYS FROM SUCH CITIES AS MADISON, MILWAUKEE AND EAU CLAIRE TO BE USED IN ROUTING TRAFFIC FROM ILLINOIS UP THRU WISCONSIN PLAYING UP HIGHWAY 53 IN THE NORTH-WEST, SHOWING UP TOWN OF GORDON PROMINENTLY. MAKE ATTRACTIVE CARD IN NICE BRIGHT COLORS.

SUBMIT PENCIL SKETCH.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Pencil No 4

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 17 1952	MAY 5 1952 MAY 8 1952
SKETCH		7	MAY 8 1952	MAY 14 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			MAY 21 1952	MAY 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	2		6-3-52
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-434

PENSACOLA NEWS AGENCY, PENSACOLA, FLA.

ORDER NO. 72871-

DATE 3-17-52

25 M POST CARDS C.T. ART COLORTONE — FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

PALAFOX STREET LOOKING SOUTH,
PENSACOLA, FLORIDA
"AZALEA BLOSSOM TIME"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 19 1952	MAR 25 1952
SKETCH				
RETOUCHING		5	MAR 18 1952	MAR 19 1952
REPHOTO				
PHOTO-LITHO			MAR 28 1952	APR 9 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	117	1½		
ARTIST DEPT.		6½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

Rel Engineer

(E)

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO PHOTO USED FOR

DIAL NO. 2CH435 ORDER NO. 72750 DATE 3-18-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER LOU MAIER'S MAYFAIR HOUSE
CHICAGO, ILLINOIS

25 M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full LOU MAIER'S
MAYFAIR HOUSE
4828 ELSTON AVE., CHICAGO, ILL.

(All of this on address side)
FRONT NO. 5 R. M. TO COME! Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(GROUP THREE)

ART DEPARTMENT USE BEST JUDGEMENT IN CROPPING PHOTOS 1 & 2. MAKE AS LARGE AS POSSIBLE. TREAT LAYOUT SIMILAR TO OCH96.

SEE LAYOUT & INSTRS. ATTCHD.

COLOR DESCRIPTION

SEE RESPECTIVE TISSUE OVERLAYS FOR COLORS.

MAKEOVER

MAKEOVER

Charge to ..... Dept.

EST. Makeover Time Required

3M—8-16-50

MAKEOVER MAKEOVER

	Time
RETOUCHING	1/2
Hand Color	1/4
Lettering	3/4
ART DEPT.	

Time Required ..... Date ..... By .....

JUN 20 1952

MAKEOVER MAKEOVER MAKEOVER

1. 8 x 10
2. 5 x 7
Lo 1
Ret 10
Lettering X/C 2½
11-23-52
103
7-11-52
Lettering
Repaint 5/1.50

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH436 ORDER NO. 72751 DATE 3-18-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER LOUISVILLE & NASHVILLE RAILROAD CO.
LOUISVILLE, KENTUCKY

50 M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE WHITE BORDE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
(LOGOTYPE)CROSSING BILOXI BAY - LOUISVILLE & NASHVILLE R.R.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

PLEASE SEE THAT ART WORK IS HANDLED WITH CARE AND NOT ALTERED IN ANY WAY.

FOLLOW INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

FOLLOW ART WORK & INSTRUCTIONS ATTACHED.

RETURN PHOTO YES NO

RETURN ART WORK & LOGOTYPES(2)

PHOTO USED FOR

3M—8-16-50

8X10
RU 6
108-6-24-52 DO 11

Art Work returned to customer 5/5/52

NO. 2CH437

DISTRIBUTED BY S.T. KIME, BIG WALKER LOOKOUT, WYTHEVILLE, VA.

ORDER NO. 72753

DATE 3-18-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

BIG WALKER LOOKOUT, VIRGINIA

SEE 5 STATES....

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SUBMIT SKETCH. (PENCIL)

FOLLOW INSTRUCTIONS ENCLOSED.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

D10465

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 29 1952	MAY 6 1952
SKETCH	10	5		
RETOUCHING		1		MAY 14 1952
REPHOTO				
PHOTO-LITHO			MAY 15 1952	MAY 26 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	102	2½		6-3-52
ARTIST DEPT.		11		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH438 ORDER NO. 72755 DATE 3-19-52

DEPT. RETOUCHING / ENGRAVING / PHOTO LITHO / COMPOSING / LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER OAKE GROVE HOTEL
BOOTHBAY HARBOR, ME.

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FA

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

OAKE GROVE HOTEL
BOOTHBAY HARBOR, MAINE

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

MAKE REPHOTO.

COLOR DESCRIPTION

USE 7BH576 FOR COLOR GUIDE.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—9-16-50

5x7 Rep
Ref
Per
106

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH439 ORDER NO. 72757 DATE 3-19-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER GRAND CLEANERS
HUNTSVILLE, ALABAMA

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

NO TITLE ON PICTURE SIDE.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

COLOR INSTRUCTIONS ATTACHED. USE BEST JUDGEMENT ON BALANCE.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Ord 114 4-10-52 H/C 112 Lo-9

Ro 14

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH440 ORDER NO. 72758 DATE 3-19-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER ST. FRANCIS XAVIER CHURCH
LA GRANGE, ILLINOIS

12½ M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FACE 3 SIDES

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IN PANEL AT BOTTOM: (OLD ENG. TYPE)

ST. FRANCIS XAVIER CHURCH
LA GRANGE, ILLINOIS

(2 lines)

(1 3/16" Panel) at Bottom

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FULL FACE 3 SIDES WITH PANEL AT BOTTOM.
USE ENTIRE PHOTO WITH PANEL IN WHITE.

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

USE COLOR INSTRS. ON TISSUE AND 4 TRANSPARENCIES. USE TRANSPARENCIES EXCLUSIVELY FOR COLOR GUIDES WHERE NOTED ON TISSUE.

returned to customer 8/26/52

RETURN PHOTO YES NO

PHOTO USED FOR

RETURN 4 KODACHROMES.

Rec 8/26/52

3M—8-16-50

TO

NO. 2CH-441

DISTRIBUTED BY HAT
[redacted] CITY PUBLISHING CO., DANBURY, CONN.

ORDER No. 72885

DATE 3-19-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
U.S. POST OFFICE AND MAIN STREET,
DANBURY, CONN.
IN SKY: WELCOME TO THE "HAT CITY
OF THE WORLD"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. ~~YES~~ No

IMPRINT SAME A S ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

3 NEGATIVES ENCLOSED - USE BEST ONE

+ after final is made, return best negative to Nelson (Returned 3-25-52) Print Neg

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

1 Print for Best Neg

DEPARTURY - 2CH-441

COLOR INSTRUCTIONS: 2CH-441.
Starting with Post Office:-Red Brick, with Marble trim.
GRAYSONS - Dark Red Brick, with Marble trim.
3rd Bldg: Yellow Brick
4th " White Brick
5th " Tan Brick
6th " WOOLWORTH, Yellow Marble
7th " Red Brick
8th " Tan Brick
9th " White Brick
10th " Gray Brick
11th " White Marble

Take out Right - Street (4)

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 1952	APR 2 - 1952
SKETCH				
RETOUCHING	4	5	MAR 25 1952	APR 1952
REPHOTO			3-19-52	MAR 25 1952
PHOTO-LITHO				APR 17 1952
BLUEPRINT STRIPPING, OPAQUING			APR 4 1952	
HAND COLOR PROOF	107	134		4-23-52
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-442

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
BOX 685, ALBUQUERQUE, N.M.

ORDER No. 72890

DATE 3-19-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES encl

IMPRINT SAME AS ABOVE

TITLE: A-11. AIR VIEW OF UNIVERSITY OF NEW MEXICO, ALBUQUERQUE, N. M. .....

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP PHOTO AS MARKED.

BUILDINGS ARE MOSTLY ADOBE COLOR.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 27 1952
SKETCH				
RETOUCHING	5	3	MAR 20 1952	MAR 21 1952
REPHOTO				APR 14 1952
PHOTO-LITHO			MAR 28 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	116	2½		
ARTIST DEPT.		13		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-443

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
BOX 685, ALBUQUERQUE, N.M.

ORDER No. 72890

DATE 3-19-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES end

IMPRINT SAME AS ABOVE

TITLE: A-12. AIR VIEW OF OLD ALBUQUERQUE, NEW MEXICO.....

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP AS MARKED AND FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952
SKETCH				
RETOUCHING		3	MAR 20 1952	MAR 21 1952
REPHOTO				
PHOTO-LITHO				APR 10 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 28 1952	
HAND COLOR PROOF	106	2½		
ARTIST DEPT.		18		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-444

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
BOX 685, ALBUQUERQUE, N.M.

ORDER NO. 72890

DATE 3-19-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES and

IMPRINT SAME AS ABOVE

TITLE: 176. FIRST BAPTIST CHURCH,
CLOVIS, NEW MEXICO.....

SMALL TYPE UNDER R.M:
~~PHOTO BY SULLIVAN~~

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT STREET SIGN AND FIRE PLUG. PUT IN CURBING AND COMPLETE WITH GRASS OR SIDEWALK.
BUILDING IS BUFF BRICK WITH WHITE TRIM.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952
SKETCH				~~MAR 21 1952~~
RETOUCHING	2	2½	MAR 20 1952	
REPHOTO				
PHOTO-LITHO			MAR 28 1952	APR 14 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		4-16-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-445

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
BOX 685, ALBUQUERQUE, N.M.

ORDER NO. 72890

DATE 3-19-52

12½ M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. ~~XX~~ NO

IMPRINT SAME AS ABOVE

TITLE: 261. CLOVIS MEMORIAL HOSPITAL, CLOVIS, NEW MEXICO

.....

SMALL TYPE UNDER R.M:
PHOTO BY SULLIVAN

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT CARS AND WIRES.

BUILDING IS BUFF BRICK WITH WHITE AND GRAY TRIM.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTIO

6

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 26 1952	MAR 28 1952
SKETCH				
RETOUCHING	7	[illegible]	MAR 20 1952	MAR 26 1952
REPHOTO				APR 14 1952
PHOTO-LITHO			APR 2 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		4-17-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-446

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
BOX 685, ALBUQUERQUE, N.M.

ORDER No. 72890

DATE 3-19-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: LV-5. GRAND AVENUE,
LAS VEGAS, NEW MEXICO.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT POLE AT LEFT. IMPROVE APPEARANCE OF SMALL TRUCK BEHIND DOUBLE PARKED CAR.

FOLLOW KODACHROME TRANSPARENCY FOR COLORS.

RETURN KODACHROME TO CUSTOMER YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO YES

ENVELOPE PHOTO TICKET

ATTENTION

6

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH				
RETOUCHING	7	5	MAR 20 1952	MAR 27 1952
REPHOTO				
PHOTO-LITHO			APR 1 1952	APR 10 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	3		4-22-52
ARTIST DEPT.		10 2		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer 8/28/52

(F)

NO. 2CH-447

DISTRIBUTED BY SOUTHWEST POST CARD CO.,
BOX 685, ALBUQUERQUE, N.M.

ORDER NO. 72890

DATE 3-19-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: LV-6. DOUGLAS AVENUE, LAS VEGAS, NEW MEXICO

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

REMOVE OR TOUCH OUT SPOT IN SKY.

FOLLOW KODACHROME TRANSPARENCY FOR COLORS

RETURN KODACHROME TO CUSTOMER YES YES

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 31 1952	APR 2 - 1952
SKETCH				
RETOUCHING			MAR 20 1952	MAR 31 1952
REPHOTO				APR 15 1952
PHOTO-LITHO			APR 4 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	2hr		4-22-52
ARTIST DEPT.		1		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

E

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH448 ORDER NO. 72760 DATE 3-20-52

DEPT. RETOUCHING / ENGRAVING / PHOTO LITHO / COMPOSING / LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER BEBOUT & DOWNS
CLEVELAND, OHIO

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

HOLCOMB'S MODERN MOTEL - EUCLID AVENUE
(U.S. ROUTE 20) WILLOUGHBY, OHIO

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

DISTRIBUTED BY BEBOUT + DOWNS, INC.,
CLEVELAND 15, OHIO

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(GROUP TWO)
SEE LAYOUT. FOLLOW RETOUCHING INSTRS. ON OVERLAY TISSUE.

COLOR DESCRIPTION

ANSCO COLOR PRINTS ENCLOSED FOR COLOR SPECIFICATIONS.

RETURN ANSCO KODACHROMES.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

reset for white Border

NO. 2CH-449

DISTRIBUTED BY GEORGE R. KLEIN NEWS COMPANY,
CLEVELAND, OHIO

ORDER NO. 72895

DATE 3-20-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

PROPOSED TERMINAL BUILDING,
CLEVELAND HOPKINS AIRPORT,
CLEVELAND, OHIO

PRIVATE # BEFORE TITLE: C56.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

REMOVE ALL PRINTING FROM FACE OF PHOTOGRAPH.

COLORS TO BE MODERN AND COLORFUL. GLAZED TILE STRUCTURE.

U.S. FLAGS COULD BE ADDED TO THE POLES AT ENTRANCE FOR MORE COLOR.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 28 1952
SKETCH				
RETOUCHING	18	4½		MAR 27 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 2 1952	
HAND COLOR PROOF	106	2		
ARTIST DEPT.		11½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-450

HALLAM & VESTY, ALEXANDRIA BAY, N. Y.

ORDER NO. 72898

DATE 3-20-52

12½M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

UPPER: THOUSAND ISLAND HOTEL,
ALEXANDRIA BAY, N.Y.

LOWER: KELLY, KELLY AND DOLAN-
"WHERE THE THREE GOOD
IRISHMEN ARE".

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

BUILDING - IMITATION BROWN SANDSTONE, BLACK EDGED IN BETWEEN.

STEEPLE - RED.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952 MAR 28 1952
SKETCH				
RETOUCHING	7	1½	MAR 28 1952	APR 2 1952
REPHOTO				
PHOTO-LITHO			APR 4 1952	APR 15 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		4-15-52
ARTIST DEPT.		7½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 20H-451 ORDER NO. 72901 DATE 3-20-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER Mr. Martin Strefling WARREN DUNES STATE
New Troy, Michigan PARK MOTEL

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate ~~Yes~~ No

Title in full

WARREN DUNES STATE PARK MOTEL
20 UNITS ON U. S. 12 ALL NEW
BETWEEN NEW BUFFALO & ST.JOSEPH,
MICHIGAN - ACROSS FROM STATE PARK ENTRANCE

(All of this on address side) 3 SIDES

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

TITLE IN PANEL AT BOTTOM. TAKE OUT HOUSE AT BACK, & TELEPHONE POLES PUT IN SPITZERS(SMALL SHRUBS) AT ENDS OF BUILDINGS AND UNDER WINDOWS.

BETWEEN POLES OF FENCE PUT SHAMROCK. PUT EVERGREENS UNDER SIGN - ONE ON EACH SIDE OF BOTH POLES. 3 SPITZERS BETWEEN. PUT LAWN IN CENTER SECTION. DRIVE EXTENDS FROM LAWN RIGHT UP TO BUILDINGS. AT ROAD EDGE AT LEFT, PUT SMALL EVERGREENS FROM DRIVE OUT TO EDGE OF PICTURE.

COLOR DESCRIPTION

FOLLOW ABOVE. SIGN: TOP SECTION-WHITE ON RED, BOTTOM-WHITE ON BLUE. BUILDINGS ARE WHITE WITH TREEN TRIM, GREEN WINDOW FRAMES. DOORS-VARNISH, ABOUT LIKE MAPLE. BOTTOM OF OVERHANG-SAME.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

RUSH

Rush

Red & Ok Blue

RUSH

Rush

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH452 ORDER NO. 72768 DATE 3-20-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER S & S NEWS AGENCY
FORT SMITH, ARKANSAS

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE 3 SIDES

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full IN LOWER PANEL:

ORDERS TO GO.....(SEE COPY)

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FULL FACE 3 SIDES WITH PANEL AT BOTTOM. NO TINT BLOCK ON PANEL. PANEL TO BE LARGE ENOUGH TO ACCOMMODATE TYPE COPY SUBMITTED FOR THIS SPACE.
TAKE OUT LIGHT POLE AND WIRE, GREENHOUSE ON LEFT END OF BLDG. LEAVE TREES IN BACKGROUND.

COLOR DESCRIPTION

BLACK WINDOWS AND ENTRANCE MAHOGANY STAIN.

FOLLOW TISSUE OVERLAY.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-15-50

Red Impression

NO. 2CH453

GULF STREAM CARD & DISTRIBUTING CO., MIAMI, FLORIDA ORDER NO. 72770

DATE 3-21-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL "JUST ARRIVED IN HOLLYWOOD, FLORIDA" (in big letters in sky)
BOT: (in sand) DH36 HOLLYWOOD BEACH, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

USE BRIGHT COLORS. ADD CLOUDS.

SEE TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Rush

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952 MAR 28 1952
SKETCH				
RETOUCHING	4	2	MAR 28 1952	APR 1 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	APR 4 1952
HAND COLOR PROOF	107	1½		4-4-52
ARTIST DEPT.		9½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH454

GULF STREAM CARD & DISTRIBUTING CO., MIAMI, FLORIDA ORDER No. 72770

~~[illegible]~~ TONY KOZLA PHOTO

DATE 3-21-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL "JUST ARRIVED IN FT. LAUDERDALE, FLA."(in big letters in sky)
BOT:(in water) DF68 NORTH BEACH AND BIRCH PARK SECTION, FT. LAUDERDALE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects or under for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

new offset

Rush

Executive OK of Estimate
By
Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952 MAR 28 1952
SKETCH				
RETOUCHING	9	4½	MAR 28 1952	MAR 31 1952
REPHOTO				
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	107	2½		4-7-52
ARTIST DEPT.	103	13		5-13-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

2K

NO. 2CH455

GULF STREAM CARD & DISTRIBUTING CO., MIAMI, FLORIDA ORDER NO. 72770
"TONY" KOZLA PHOTOGRAPH

DATE 3-21-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

DF69 AERIAL VIEW OF THE GATEWAY SECTION, FT. LAUDERDALE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP AS MARKED. FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HAND COL. PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

6 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Rush

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952 MAR 2[illegible] 1952
SKETCH				
RETOUCHING		3½	MAR 28 1952	APR 1 1952
REPHOTO				
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	166	2½		
ARTIST DEPT.				

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH456

GULF STREAM CARD & DISTRIBUTING CO., MIAMI, FLORIDA ORDER No. 72770
CITY OF MIAMI NEWS BUREAU PHOTO

DATE 3-21-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

"JUST ARRIVED IN MIAMI, FLORIDA"
(in big letters in sky)
BOT: (in water) M61 THE SKYLINE OF MIAMI

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. I R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP AS MARKED. FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Rush

Executive OK of Estimate
By
Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952 MAR 28 1952
SKETCH				
RETOUCHING		5½	MAR 28 1952	APR 1 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	APR 4 1952
HAND COLOR PROOF	107	2½		4-9-52
ARTIST DEPT.		1½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH457

GULF STREAM CARD & DISTRIBUTING CO.,MIAMI, FLORIDA ORDER NO. 72770
EBBETS, MIAMI NEWS BUREAU'

DATE 3-21-52'

25 M POST CARDS C.T. ART COLORTONE FULL FACE'

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

M60 STATELY ROYAL PALMS, EVER-GLADES NATIONAL PARK, SOUTH OF HOMESTEAD, FLA.'

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO'

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

SMOOTH ROAD. SEE NOTATION ON 9BH988. '

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOLOR PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

6 Subjects or color for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Rush

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 21 1952	MAR 25 1952 MAR 20 1952
SKETCH				
RETOUCHING		3½	MAR 28 1952	MAR 3 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	116	1½		
ARTIST DEPT.		2		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH458

GULF STREAM CARD & DISTRIBUTING CO., MIAMI, FLORIDA ORDER NO. 72770

DATE 3-21-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

M62 PICKING ORANGES AT AN ORANGE GROVE IN FLORIDA,

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

ADD SOME ORANGES IN HERE. (SEE TISSUE)

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

6 Subjects on file for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 26 1952	MAR 28 1952
SKETCH				
RETOUCHING		2	MAR 25 1952	MAR 26 1952
REPHOTO			MAR 21 1952	MAR 25 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	APR 4 1952
HAND COLOR PROOF	107	1½		4-9-52
ARTIST DEPT.		9¾		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

Rush

NO. 2CH 459

DISTRIBUTED BY DAKOTA NEWS COMPANY,
SIOUX FALLS, S. D.

ORDER NO. 72907

DATE 3-21-52

12½ M POST CARDS C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WOMEN'S DORMITORY, AUGUSTANA COLLEGE, SIOUX FALLS, SOUTH DAKOTA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF [redacted] C.T.

RETOUCHING AND COLOR DESCRIPTION

NEGATIVE ALSO ENCLOSED; FIX LAWN AND STREET. PUT LEAVES ON TREES (ELMS).

BUILDING IS LIGHT BROWN.

CURTAINS IN THE ROOMS ARE IN VARIOUS COLORS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION!

2 Subjects on card for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

1 Print

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 31 1952	APR 2 - 1952
SKETCH				
RETOUCHING			MAR 26 1952	MAR 3 - 1952
REPHOTO			MAR 24 1952	MAR 26 1952
PHOTO-LITHO				APR 17 1952
BLUEPRINT STRIPPING, OPAQUING			APR 4 1952	
HAND COLOR PROOF	104	1½		
ARTIST DEPT.	5	9		5-29-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-460

DISTRIBUTED BY DAKOTA NEWS COMPANY,
SIOUX FALLS, S. D.

ORDER No. 72907

DATE 3/21/52

12½ M POST CARDS C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

FIRST BAPTIST CHURCH, SIOUX FALLS, SOUTH DAKOTA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

SEE CUSTOMER SKETCH WITH INSTRUCTIONS.

COLONIAL RED BRICK(ORANGE TO RED SHADE). GREEN ROOF AND STEEPLE.

REMOVE- POSTS, WIRES AND CARS. ALSO REMOVE LARGE TREES.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

2 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Sub + Ret Phs to Cust

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 28 1952
SKETCH				
RETOUCHING		4		MAR 27 1952
REPHOTO				
PHOTO-LITHO			APR 16 1952	APR 29 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		5-1-52
ARTIST DEPT.	3	0	MAY 22 1952	

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

Jam

NO. 2CH-461

DISTRIBUTED BY HARRY H. LANE CO.,
SPRINGFIELD, MASS.

ORDER NO. 72909

DATE 3-21-52

12½ M POST CARDS C. T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MAIN STREET LOOKING SOUTH,
SPRINGFIELD, MASS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

EXTRA PHOTOGRAPH ENCLOSED WITH COLOR INSTRUCTIONS.

TAKE OUT TRUCK ON LEFT.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

2 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 28 1952	MAR 31 1952
SKETCH				
RETOUCHING		6½		MAR 28 1952
REPHOTO				APR 14 1952
PHOTO-LITHO			APR 2 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	166	1 3½		
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-462

DISTRIBUTED BY HARRY H. LANE CO.,
[redacted] SPRINGFIELD, MASS.

ORDER NO. 72909

DATE 3-21-52

12½ M POST CARDS C. T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MEMORIAL BRIDGE, SPRINGFIELD, MASS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BRIDGE, BUILDING, AND TOWER ARE LIGHT GRAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

2

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 25 1952	MAR 27 1952
SKETCH				
RETOUCHING	5	2½		MAR 25 1952
REPHOTO				
PHOTO-LITHO				APR 14 1952
BLUEPRINT STRIPPING, OPAQUING			MAR 28 1952	
HAND COLOR PROOF	107	1½		4-16-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH463 ORDER NO. 72774 DATE 3-21-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER ZIMMERMAN & TORBETT
JOHNSON CITY, TENNESSEE

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FA

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

NO TITLE.

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

USE BEST JUDGEMENT ON COLORS.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Pt 6
Jim Sc 12 17
105
6-19-52

NO. 2CH-464

INDIANA BEACH, INC., SHAFER LAKE,
MONTICELLO, INDIANA

ORDER NO. 72919

DATE 3-24-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

UPPER: STEEL PIER AND SECTION OF SWIMMING AREA

LOWER: INDIANA BEACH, SHAFER LAKE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

NOTE COLORED FLAGS FLYING.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

7 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Rush

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 26 1952	MAR 28 1952
SKETCH				
RETOUCHING	9	2		MAR 26 1952
REPHOTO				
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	116	2		
ARTIST DEPT.	108	10		5-23-52

MAY 13 1952

Rush

Rev

Rev offsets

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer
7/3/53

NO. 2CH-469

INDIANA BEACH, INC., SHAFER LAKE
MONTICELLO, INDIANA

ORDER NO. 72919

DATE 3-24-52

12½ M POST CARDS C.T.ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL (GROUP OF 4 VIEWS)
UPPER: INDIANA BEACH, SHAFER LAKE
LOWER: THE HOOSIER STATE'S LARGEST AND MOST COMPLETE SUMMER RESORT
also see sketch for additional titles

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES
same as 2C-H470

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

4 VIEWS: ARRANGED AS PER CUSTOMER PENCIL SKETCH: PHOTOS A,B, and C, AND HOTEL DRAWING. PHOTOS ENCLOSED.

Submit Sketch

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date MLV

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 10 1952	APR 10 1952
SKETCH LOu		1	APR 10 1952	APR 10 1952
RETOUCHING		6½		
REPHOTO			APR 8 1952	APR 9 1952
PHOTO-LITHO				APR 29 1952
BLUEPRINT STRIPPING, OPAQUING			APR 16 1952	
HAND COLOR PROOF	187	2½		4-31-52
ARTIST DEPT.	102	1½	5/14/52	5/15/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer 7/3/53

Think Intelligently

CURT TEICH & CO., Inc.
1733 W. Irving Park Road, Chicago

HOUSE TELEGRAM

Act Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention: S. F. Kepner Dept. | Date 3-26-52 | Time Deliv'rd | Time Rec'd

IMPORTANT:-- Write your remarks on back of this sheet and immediately return to the undersigned.

Subject: INDIANA BEACH, INC.
Shafer Lake
Monticello, Indiana

Those seven "special rush" new work C. T. Art Colortone local view postcard subjects now in work for the above-named account bear the Plate Nos. 2C-H464 through 2C-H470. They are covered by Order No. 72919 dated March 24, 1952.

2C-H469

Signed
Local View Sales Division

PMLorenz:ch

SM—6-26-51

Remove 3 Flags On Black Negative

done

NO. 2CH-470

INDIANA BEACH, INC., SHAFER LAKE
MONTICELLO, INDIANA

ORDER NO. 72919

DATE 3-24-52

12½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

UPPER: "BEACH HOUSE" HOTEL, INDIANA BEACH, SHAFER LAKE

LOWER: THE HOOSIER STATE'S NEWEST AND FINEST RESORT HOTEL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW DRAWING ENCLOSED. ~~SHOW COLORED FLAGS FLYING ON BUILDING.~~

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION:

7 Subjects or order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Rep

Rush

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				MAR 28 1952
SKETCH				
RETOUCHING	9			
REPHOTO	1		MAR 24 1952	APR 4 1952
PHOTO-LITHO			1952	APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			APR	
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	7	9	MAY 13 1952	

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer
7/2/53

Retouched photo used on 28 4469

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH471 ORDER NO. 72779 DATE 3-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER RANCH HOUSE MOTEL
FAIRBORN, OHIO

6½ M POST CARDS SIZE ☒ 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RANCH HOUSE MOTEL
STATE ROUTE 4 - 1½ MILES NORTH OF
FAIRBORN, OHIO (PATTERSON AND WRIGHT
FIELDS).

(All of this on address side)

FRONT NO. 5 R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer (C. T. Imprint) No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH, PLUS THIS CORRECTION: NOTE TISSUE OVERLAY-- REMOVE AUTO MARKED WITH RED X AND SHOW DOOR INSTEAD. MAKE DOOR PROMINENT. FOLLOW THIS SAME RULE FOR ALL DOORS AND WINDOWS.

COLOR DESCRIPTION

FOLLOW CORRECTED SKETCH.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

5x7 Copy

Ret. 5
Dim. 5 x 7
2.C.

as ordered

WDK

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH472 ORDER NO. 72781 DATE 3-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER PELICAN DINER
ST. PETERSBURG BEACH, FLA.

12½ M POST CARDS SIZE 3½ X 5½

STYLE PHOTOCOLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO PHOTO USED FOR

3M—3-16-50

Pt 7
Pelican Diner NC 1/2
2CH
11

WDIT

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH473 ORDER NO. 72782 DATE 3-25-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HICK'S DRIVE-IN RESTAU.
LOUISVILLE, KY.

50 M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FOLLOW TYPE COPY 9BH1038:
HICK'S DRIVE-IN RESTAURANT
ONE MILE SOUTH OF SHIVELY, ON U.S. 31 W
AND 60 - LOUISVILLE, KY.

(All of this on address side) same as 9BH1038

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

NOTE NEW WINGS ADDED SINCE LAST PHOTO, ALSO GUARD WALK AROUND FRONT. BE SURE THAT THE RED AWNING STRIPE, THAT IS MISSING, IS MADE TO LOOK LIKE THE REST. BECAUSE OF NEON TUBING AND ANGLE OF VIEW THE LETTERING ON LARGE SIGN AT LEFT IS NOT VERY CLEAR. BRING OUT LETTERING SO IT WILL LOOK GOOD.

FOLLOW TISSUE OVERLAY.

SHOW RETOUCHED PHOTO TO CUSTOMER FOR OK.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY AND INSTRS. ABOVE.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M--8-16-50

Rt 62
Dm HC 1/2
Log
1/10

OK

Submit Rd.
to Customer
to Allen 4/10

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH474 ORDER NO. 72783 DATE 3-25-52

DEPT. RETOUCHING / ENGRAVING / PHOTO LITHO / COMPOSING / LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER WALLACE COURT & SERVICE STATION
FT. MYERS, FLORIDA

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full SEE COPY:
WALLACE COURT AND SERVICE STATION
SUNSET & CLEVELAND ON U.S.41...ETC.
(Title Area 2 5/16 x 1 9/16)

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(GROUP TWO)

FOLLOW LAYOUT FOR ARRANGEMENT. CROP AS MARKED. FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

5x7 Replate

108-5-8-5-2

Red Lagoon

NO. 2CH-475

DISTRIBUTED BY LOLLESGARD SPECIALTY CO.,
TUCSON AND PHOENIX, ARIZONA

ORDER NO. 72938

DATE 3-26-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES. encl (see copy)

IMPRINT SAME AS ABOVE

TITLE: T-16 CITY OF TUCSON SEEN
FROM "A" MOUNTAIN, ARIZONA
....etc.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW EKTACHROME TRANSPARENCY AND KODACHROME SLIDE FOR COLORS.
BE SURE TO SHOW THE CLOUDS, MAKE THEM WHITE. SHOW THE
CHARACTER OR TEXTURE OF THE MOUNTAINS.

RETURN EKTACHROME TRANSPARENCY TO CUSTOMER

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO YES

ENVELOPE PHOTO TICKET

MAY 5 1952

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 1 1952	APR 2 - 1952
SKETCH				
RETOUCHING		5	MAR 27 1952	APR 1952
REPHOTO				
PHOTO-LITHO			APR 4 1952	MAY 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	104	24		
ARTIST DEPT.		14		7-9-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-476

CURT TEICH & CO.,INC.

ORDER NO. K-45778

DATE 3-26-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

SOME INTERESTING SCENERY HERE!

PRIVATE # UPPER RIGHT CORNER:
C-821

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS. ~~SHOW VACATION SCENE ON TV SCREEN.~~

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

8 Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH	10	1/2	MAR 1952	
RETOUCHING				
REPHOTO				
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	107	1 1/2		4 8 52
ARTIST DEPT.	110	9	5/12/52	

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-477

CURT TEICH & CO., INC.

ORDER NO. K-45778

DATE 3-26-52

25 M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

LET'S HANG OUT TOGETHER !

PRIVATE # UPPER RIGHT CORNER: C-822

APR 19 1957

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

8 Subjects or color for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH	10	1/2		MAR 31 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			APR 1 1952	APR 4 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1 1/2		4-8-52
ARTIST DEPT.	102	4	5/2/52	5/13/52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

6992

NO. 2CH-478

CURT TEICH & CO., INC.

ORDER NO. K-45778

DATE 3-26-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

BOY I AM I POOPED !

PRIVATE # UPPER RIGHT CORNER:
C-823

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT
NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

8 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH	16		MAR 31 1952	MAR 31 1952
RETOUCHING				
REPHOTO				APR 4 1952
PHOTO-LITHO			APR 1 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		4-7-52
ARTIST DEPT.	108	9		5-13-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & CO., INC.

NO. 2CH-479

ORDER No. K-45778

DATE 3-26-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

IT MAY BE A STRAPLESS SUIT,---
BUT I'M WAITING FOR THE TIDE
TO GO OUT !

PRIVATE # UPPER RIGHT CORNER: C-824

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

8 Subjects or color for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	
SKETCH L.C.	10	1/2	MAR 31 1952	MAR 3 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				APR 4 1952
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	
HAND COLOR PROOF	107	1 1/2		4-9-52
ARTIST DEPT.	110	9		5/9/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & CO., INC.

NO. 2CH-480

ORDER NO. K-45778

DATE 3-26-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

HELLO ... FROM ONE "STINKER"
TO ANOTHER !

PRIVATE # UPPER RIGHT CORNER:
C-825

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION!

8 Subjects on order for this customer. Please see to it that all sizes or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH	16	1/2	MAR 31 1952	MAR 31 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 1 1952	APR 4 1952
HAND COLOR PROOF	107	1 1/2		4-8-52
ARTIST DEPT.	103	9		5-12-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

OK

CURT TEICH & CO., INC.

NO. 2CH-481

ORDER NO. K-45778

DATE 3-26-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

MERCY, MELVIN! -- WHAT'S COME OVER YOU ?

PRIVATE # UPPER RIGHT CORNER: C-826

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION!

8 Subjects or details for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH	10	1/2	MAR 31 1952	MAR 31 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			APR 1 1952	APR 4 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1 1/2		4-8-52
ARTIST DEPT.	108	9		5-12-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

DP

CURT TEICH & CO., INC.

NO. 2CH-482

ORDER NO. K-45778

DATE 3-26-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

HAVE GOTTEN A "LITTLE BEHIND"
IN MY LETTER WRITING !

PRIVATE # UPPER RIGHT CORNER:
C-827

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT
NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF (YES) RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

8 Subjects on order for this number. Please see to it that all transparencies or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH	10	1/2	MAR 31 1952	MAR 31 1952
RETOUCHING				
REPHOTO				
PHOTO-LITHO			APR 1 1952	APR 4 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1 1/2		4-8-52
ARTIST DEPT.	106	9		5-16-52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-483

CURT TEICH & CO., INC.

ORDER NO. K-45778

DATE 3-26-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GEE! THIS IS LOTS MORE FUN THAN GIVING A HOT FOOT !

PRIVATE # UPPER RIGHT CORNER: C-828

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW COLOR SKETCH FOR COLORS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

8 Subjects or color for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			MAR 27 1952	MAR 27 1952
SKETCH	10	1½	MAR 31 1952	MAR 31 1952
RETOUCHING				
REPHOTO				APR 4 1952
PHOTO-LITHO			APR 1 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		4-8-52
ARTIST DEPT.	103	9		5-9-52

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

JK.

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH484 ORDER NO. 72789 DATE 3-26-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

2 Photos for this Customer

CUSTOMER HOTEL CAESAR
TIJUANA, MEXICO

25 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

CAESAR'S HOTEL - TIJUANA, MEXICO

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center
PLACE STAMP HERE
"MADE IN U.S.A

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE COMPETITIVE CARD ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Ret 7½
Lines 107 Sq 1½
Fog
1.25 mf
WOH

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH485 ORDER NO. 72790 DATE 3-26-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

2 Photos for this Customer

PHOTO RETURNED TO

CUSTOMER HOTEL CAESAR
TIJUANA, MEXICO

25 M BUSINESS CARDS SIZE 3½ X 2 5/16 STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
CAESAR'S HOTEL - TIJUANA, MEXICO

(All of this on address side)
FRONT NO. NO R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

USE PHOTO FROM 2CH484. MAKE NEW BLACK NEGATIVE.

REDUCE COLOR PLATES.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

107
7-18-52

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH486 ORDER NO. 72791 DATE 3-26-52

DEPT. RETOUCHING / ENGRAVING / PHOTO LITHO / COMPOSING / LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER LAKELAND MOTEL
PORT CLINTON, OHIO

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

LAKELAND MOTEL
ON RT. 2 121 EAST PERRY ST. (AAA)
PORT CLINTON, OHIO

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

SAME LAYOUT AS 1CH862. ATTACHED. SEE RETOUCHING INSTRS. AND PENCIL SKETCH WITH EXPLANATIONS.

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

JM—8-16-50

G868

2 Replicas 5×7
1 Replicas 8×10

L.O. 1¼
Ret. 7½
Sent L.O. 107 3-27-52 2¼
L.O. 107 3-27-52 12¾

4CH597 as quoted

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

DIAL NO. 2CH-487 ORDER NO. 72940 DATE 3-26-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER Hi-TAVERN COURT
SHARONVILLE, OHIO

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE-FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

HI-TAVERN COURT (AAA)
U. S. ROUTE 42

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH

COLOR DESCRIPTION

FOLLOW SKETCH

2M—8-16-50

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

DIAL NO. 2CH488 ORDER NO. 72795 DATE 3-27-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER ALCONA BEACH
HARRISVILLE, MICHIGAN

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

ALCONA BEACH
HARRISVILLE, MICHIGAN

(All of this on address side)
FRONT NO. 5 R. M. Yes No TO COME.
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH FOR LAYOUT AND COLORS, BUT SWITCH POSITION OF PICTURES I.E., BEACH SCENE TO BE INSET, PICTURE OF RESTAURANT AT ROADSIDE TO BE MAIN VIEW.

COLOR DESCRIPTION

FOLLOW SKETCH.

RETURN KODACHROME PRINTS. - 2 prints and 2 negatives - returned to customer 8/21/52

JM—8-16-50

2 Reproductions
Res 1/6
Pass C. 106 2/4
2 a 12

as quoted

Very Nice

OK Blue Impression

NO. 2CH-489

LINCOLN NEWS AGENCY, LINCOLN, NEB.

ORDER NO. 72947

DATE 3-27-52

25 M POST CARDS C.T.ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

U. S. VETERANS' HOSPITAL,
LINCOLN, NEBRASKA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

CROP AS MARKED. KEEP DETAILS AS LIGHT AS POSSIBLE (GRASS, TREES, ETC.)

BUILDINGS ARE LIGHT BROWN BRICK.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 2 1952	APR 2 - 1952
SKETCH				
RETOUCHING		2½	APR 2 1952	APR 2 1952
REPHOTO				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 4 1952	APR 17 1952
HAND COLOR PROOF	106	1½		
ARTIST DEPT.	110	10		5/2/52

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

80

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH490 ORDER NO. 73005 DATE 3-28-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER TULSA RANCH O TEL
TULSA, OKLAHOMA

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE 3 SIDES

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IN LOWER 1" PANEL IN PARK AVE TYPE:

TULSA RANCH O TEL, 7930 E. 11TH ST.,
TULSA, OKLA. (1" Panel)

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FULL FACE 3 SIDES WITH 1" PANEL AT BOTTOM.
CROP TO BEST ADVANTAGE CROPPING OUT SIGN AT FAR RIGHT CENTER. TAKE OUT "66" SIGN AT RIGHT. SHOW GRASS BACK OF FENCE AT LEFT. TAKE OUT WIRE POSTS. TAKE OUT CARS.

COLOR DESCRIPTION

TINT PANEL TO HARMONIZE WITH REST OF CARD. DOORS & GABLES #26. ROOF & SCREEN FRAMES #38. BRICK #36. PLATFORMS IN FRONT OF DOORS GRAY LIKE CEMENT. WINDOW FRAMES AND CORNICE WHITE. FENCE POSTS #57. FENCE RAILS #1, BUT A LITTLE DARKER.

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Rec. 107 6½
Rec. 4-28-51 1½
Ex. 9

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH491 ORDER NO. 73006 DATE 3-28-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER HENDRICK MEMORIAL HOSPITAL
ABILENE, TEXAS

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE WHITE BORDE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

HENDRICK MEMORIAL HOSPITAL,
ABILENE, TEXAS

(All of this on address side)
FRONT NO. 5 R. M. ~~TO COME~~ No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

TO

CROP AT BOTTOM.

SHOW RETOUCHED PHOTO TO CUSTOMER FOR OK.

COLOR DESCRIPTION

USE 8AH346 FOR COLOR GUIDE.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

Rel. 6
Page 6.
L.A. 9346

NO. 2CH-492

DISTRIBUTED BY INDEPENDENT NEWS SERVICE,
TULLAHOMA, TENN.

ORDER No. 72956

DATE 3-28-52

6½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GALLATIN HIGH SCHOOL, GALLATIN, TENNESSEE

PRIVATE # BEFORE TITLE: GA-2.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT ALL CONSTRUCTION WORK, POLES, WIRES, AND POSTS AROUND EVERGREEN TREE. JOIN THE THREE ATTACHED PHOTOS.
NEW LIGHT RED BRICK BLDG.,CONCRETE BUILDING TRIM, IVORY WINDOW CASINGS-CLOSE ALL WINDOWS. CREAM VENETIAN BLINDS-SHOW THEM AT SAME HEIGHT. GREEN DOOR. TRIM BETWEEN FLOORS AT ENTRANCE #42.
SHOW NICELY DRAPED FLAG ON POLE. DRIVEWAY CIRCLES IN FRONT OF BLDG. NICE GREEN LAWN IN CIRCLE AND IN FOREGROUND. SHOW BLOSSOMS ON BUSHES IN CIRCLE,ALSO ADD SOME BUSHES IN BLOOM AGAINST BLDG. LEAVES ON TREES. NICE CLOUD EFFECT.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

5x7

4

2CH-492

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				APR 10 1952
SKETCH				
RETOUCHING		4	APR 1 1952	APR 7 1952
REPHOTO				
PHOTO-LITHO			APR 14 1952	APR 29 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		5-12
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

4

DISTRIBUTED BY INDEPENDENT NEWS SERVICE,
TULLAHOMA, TENN.

NO. 2CH-493

ORDER NO. 72956

DATE 3-28-52

6½ M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

Mc-1 TITLE IN FULL

WARREN COUNTY COURT HOUSE
McMINNVILLE, TENNESSEE

PRIVATE # BEFORE TITLE: Mc-1.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

TAKE OUT POLES, WIRES, ALL CARS.

BUILDING #23 BRICK, WHITE TRIM. CREAM VENETIAN BLINDS. LIGHT GRAY SLATE ROOFS. WHITE MONUMENT SHAFT. POST OFFICE IN RIGHT BACKGROUND-RED BRICK, CREAM TRIM. DARK GRAY SLATE ROOF. PUT LEAVES ON TREES.

SEE CARD 56591-C ENCLOSED FOR STEPS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 2 1952	APR 7 - 1952
SKETCH				
RETOUCHING	1	4	MAR 31 1952	APR 2 1952
REPHOTO			APR 10 1952	APR 21 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	104	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-494

DISTRIBUTED BY INDEPENDENT NEWS SERVICE,
TULLAHOMA, TENN.

ORDER No. 72956

DATE 3-28-52

6½ M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WM. H. & EDGAR MAGNESS COMMUNITY HOUSE AND LIBRARY, McMINNVILLE, TENNESSEE

PRIVATE # BEFORE TITLE: Mc-2.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

REMOVE - CARS, POLES, WIRES, STOPLIGHT, AND LIGHT STREAK. SHOW CLOUDS. DEAD WHITE SANDSTONE BLDG., WHITE DOORS. #33 WINDOW CASINGS. CREAM VENETIAN BLINDS. PUT RED FLOWERS ON BUSHES AT CORNER. LEAVES ON TREES.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

4

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 4 1952	APR 7 - 1952
SKETCH				
RETOUCHING		5	MAR 31 1952	APR 4 1952
REPHOTO				APR 29 1952
PHOTO-LITHO			APR 14 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		5-1-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

NO. 2CH-495

DISTRIBUTED BY INDEPENDENT NEWS SERVICE,
TULLAHOMA, TENN.

ORDER No. 72956

DATE 3-28-52

6½ M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
HIGH SCHOOL, McMINNVILLE,
TENNESSEE

PRIVATE # BEFORE TITLE: Mc-3.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

REMOVE - SMALL BARE TREE IN FOREGROUND, AND BRANCHES IN UPPER LEFT CORNER.
LIGHT RED BRICK BUILDING. CREAM VENETIAN BLINDS-AT SAME HEIGHT.
CONCRETE WALK, LIGHT ASPHALT STREET IN FOREGROUND. PUT BLOSSOMS ON SOME OF THE SMALLER BUSHES, AND LEAVES ON TREES. SHOW CLOUDS.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

ATTENTION

4

Subjects on color for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 1 1952	APR 2 - 1952
SKETCH				
RETOUCHING		3	MAR 31 1952	APR 1 1952
REPHOTO				
PHOTO-LITHO			APR 4 1952	APR 17 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	104	142		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

DIAL NO. 2CH496 ORDER NO. 73015 DATE 3-28-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER ST. VINCENT'S HOSPITAL
T TOLEDO, OHIO

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

ST. VINCENT'S HOSPITAL- TOLEDO, OHIO

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

REMOVE HOUSE ON FAR RIGHT OF PHOTO.

TOUCH UP WINDOWS AND IMPROVE DRIVEWAY.

COLOR DESCRIPTION

BRICKS OF BLDG. PREDOMINANTLY #36 AND #34 WITH SPATTERED ACCENTS OF NO. 59. STONE TRIM, CROSS, ETC. ARE GREY-WHITE STONE, THE NEAREST TO WHICH ON CHART IS #39. GRASS & TREES #54. SKY BLUE #18.

3M—9-16-50

Ret 62
Print 166 HC 132
Ka 10½

Add'l Mounted
4-mt

WOH

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH497 ORDER NO. 73019 DATE 3-31-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HOTEL COLORADO
GLENWOOD SPRINGS, COLORADO

25 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

(All of this on address side)
FRONT NO. 5 R. M. (Yes) No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer (C. T. Imprint) No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH. LARGE PICTURE FROM (POOL) ATTACHED PHOTOGRAPHIC CARD.
ALSO PHOTO FROM 1CH304.

COLOR DESCRIPTION

FOLLOW SKETCH.

RETURN PHOTO YES NO

PHOTO USED FOR

PHOTO RETURNED

3M—8-16-50

as marked

Order

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

DIAL NO. 2CH498 ORDER NO. 73023 DATE 3-31-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HARRISBURG POLYCLINIC HOSPITAL
HARRISBURG, PA.

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE ~~FULL FACE~~ WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
THE HARRISBURG POLYCLINIC HOSPITAL,
HARRISBURG, PENNSYLVANIA

(All of this on address side)
FRONT NO. 5 R. M. ~~Yes~~ No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

MAKE RE-PHOTO.

COLOR DESCRIPTION

BLDG. RED BRICK #23. WOODWORK, WINDOWS, CEMENT TRIM - WHITE. STAIRWAY IN FRONT LEFT OF PICTURE, WITH SEMI-CIRCLE WALL IN BACK - CEMENT. RAILINGS BLACK. INCLINE IN FRONT OF PICTURE - GRASS #8. BUSH BORDERING THIS INCLINE GREEN #38. FEW ROWS OF ROSE GARDEN THAT SHOW, SHOULD BE OF MIXED COLORS. EACH ROSE BUSH HAS A DIFFERENT BLOOM.

3M—8-16-50

MAKEOVER
Charge to CUSTOMER Dept.
Est. Makeover Time Required

	TIME
[illegible]	
[illegible]	
[illegible]	
[illegible]	
[illegible]	

Time Recorded in Cost Dept.
Date
By

JUN 3 1952

JUN 10 1952

JUN 10 1952

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH499 ORDER NO. 73025 DATE 3-31-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER THE EDWARDS NEWS COMPANY
BEAUMONT, TEXAS

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full JEFFERSON COURTS - BEAUMONT TEXAS - ANTIQUE SHOP - LOBBY
UNDER INSETS

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW MOUNTED SKETCH FOR LAYOUT AND DESIGN AND COLORS ON EXTERIOR VIEW - ON INTERIOR VIEWS FOLLOW COLORS AS PER SMALL SKETCHES ATTACHED TO TISSUE OVERLAY - PUT IN ADDITIONAL TITLES . (SEE ABOVE)

COLOR DESCRIPTION

FOLLOW INSTRUCTIONS AS ABOVE.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

9894

1 — 8×10
2 — 5×7

S. O. 1
Cel. 8
U.C. 106 2.44
L.A. 12½

NO. 2CH-500

W. N. CALDWELL, LAKESIDE, OHIO,
DISTRIBUTOR

ORDER NO. 73291

DATE 4-2-52

12½ M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL (In sky)

QUARRYING LIMESTONE ON THE
MARBLEHEAD, OHIO PENINSULA

PRIVATE # BEFORE TITLE: 268.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TINTED PICTURE FOR COLOR GUIDE.

~~SEE CUSTOMER SKETCH~~

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				
SKETCH				
RETOUCHING	5		APR 3 1952	
REPHOTO				
PHOTO-LITHO			APR 16 1952	APR 29 1952
BLUEPRINT, STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1½		5-1-52
ARTIST DEPT.	103	9		5-23-52

DATE BLUEPRINT OK'D
By

DATE HAND COLOR PROOF OK'D

DATE Filed
By

DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH501 ORDER NO. 73052 DATE 4-2-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER GEORGE KNOX ADVERTISING AGENCY - OKLAHOMA CITY, OKLA.

25 M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

(NO TITLE OTHER THAN SIGNS ON BLDG.)

(All of this on address side) TO COME

FRONT NO. 5 R. M. / Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

(HOTEL BLACK)

CROP AT SIDES AS NECESSARY.

FOLLOW TISSUE OVERLAY.

SEE ADDITIONAL INSTRS. ATTACHED.

TO BE NIGHT VIEW FOLLOWING 1BH391 FOR STYLE.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY & INSTRS. ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Ret 7

Ret 9/3

Add'l Copies 4-

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH502 ORDER NO. 73053 DATE 4-2-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER FIRST FEDERAL SAVINGS & LOAN ASSN.
NEW CASTLE, PENNSYLVANIA

25 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

FIRST FEDERAL - 25 N. MILL STREET
NEW CASTLE, PA.,.ETC.
(SEE COPY) "SINCE 1887"

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH, HOWEVER, ADD CURTAINS TO MAIN FLOOR WINDOWS, AND DARKEN GREEN BASE OF BLDG.,

COLOR DESCRIPTION

FOLLOW CORRECTED SKETCH.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

5x7 Copy
L.O. 1
Ret. 5½
Imp. C.C. 107 4-2-52 1½
L.A. 9

was posted

VOIT

(F)

NO. 2CH-503

DISTRIBUTED BY VERMONT PAPER CO.,INC.,
BURLINGTON, VT.

ORDER No. 73293

DATE 4-2-52

12½ M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

GREETINGS FROM BURLINGTON VT.

SMALL TYPE: (C)CURT TEICH & CO., INC.

RETOUCHING AND COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

FOLLOW COLORED SKETCH

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO

ENVELOPE PHOTO TICKET

C9860

B — 117801
U — 30178
R — 120623
L — 7AN932
I — 9AN2233
N — 1CN1878-1880
G — 63239
T — 117802
O — 8AN1963
N — 3AN1005

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 10 1952	APR 10 1952
SKETCH	8	6	APR 4 1952	
RETOUCHING	10			APR 10 1952
REPHOTO				
PHOTO-LITHO			APR 16 1952	APR 29 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF				
ARTIST DEPT.		15		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH504 ORDER NO. 73055 DATE 4-2-52

DEPT. RETOUCHING / ENGRAVING / PHOTO LITHO / COMPOSING / LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER

LA SALLE STATE BANK
LA SALLE, ILLINOIS

100 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

LA SALLE STATE BANK
LA SALLE, ILL.
ORIGINAL BANK BUILDING

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH - FOR LARGE PICTURE USE PHOTO FROM 4BH470.

(GROUP TWO)

COLOR DESCRIPTION

FOLLOW SKETCH.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

5x7 Repro
2.0 1
Rel 4
Dim 4.6 106 2
2.0 11
Ad
no quote
WDH

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH505 ORDER NO. 73068 DATE 4-3-52

DEPT. RETOUCHING, ENGRAVING, PHOTO LITHO, COMPOSING, LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER TRINITY EVANGELICAL LUTHERAN CHURCH
CHICAGO, ILLINOIS

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE 3 SIDES

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IN PANEL AT BOTTOM: (AS ON 7BH1863)

TRINITY EVANGELICAL LUTHERAN CHURCH
MEADE AND WRIGHTWOOD AVENUES
CHICAGO 39, ILLINOIS

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

TAKE OFF NAME OF ARCHITECT.

FULL FACE 3 SIDES WITH PANEL AT BOTTOM AS ON 7BH1863. MAKE TREES, SHRUBBERY AND SKY MORE NATURAL. BLDG. COMMON YELLOW BRICK. A LITTLE GRAYER THAN LEFT END OF OCH89, ATTCHD. ROOF DARK SLATE. DOORS OAK. CROSS ON EDUCATIONAL BLDG. AT RIGHT IS DARK WOOD. LIGHTED FROM BEHIND. ON PARSONAGE AT LEFT THERE IS TO BE A CHANGE...HAVE MR. GRONERT SEE MR. BARTON ABOUT THIS.

SUBMIT RETOUCHED PHOTO.

Out 4/18

COLOR DESCRIPTION

INSTRS. AS ABOVE.

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

NO. 2CH-506

WINKEL'S DRUG STORE, MENOMINEE, MICH.

ORDER NO. 73306

DATE 4-4-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: ~~UPPER~~ LOWER, CENTER-BORDER

TITLE IN FULL

ZINNIA GARDEN, MENOMINEE, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOR COLORS OF FLOWERS FOLLOW COLORED CATALOGUE SHEETS

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate

By

Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 9 1952	
SKETCH				
RETOUCHING		2	APR 4 1952	APR 9 1952
REPHOTO				
PHOTO-LITHO			APR 14 1952	APR 29 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	106	2½		
ARTIST DEPT.		12½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

NO. 2CH-507

M. D. MARTZ, POST CARD DISTRIBUTOR,
529 N. ST., E. MAUCH CHUNK, PA.

ORDER No. 73307

DATE 4-4-52

6½ M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL
TOP: MOUNTAIN LAUREL-PENNSYLVANIA'S STATE FLOWER
BOTTOM: ANNUAL SCENE IN THE POCONO MOUNTAINS OF PENNSYLVANIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 2 R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. IN STAMP SPACE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

VERTICAL VIEW: SEE SMALLER PHOTO MARKED.

COLOR INSTRUCTIONS ENCLOSED.

RETURN PHOTO NOT USED TO CUSTOMER

SUBMIT:	RET. PHOTO	REPHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO
				YES	YES

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date MK

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 1 1952	APR 15 1952
SKETCH				
RETOUCHING	2	3	APR 9 1952	APR 11 1952
REPHOTO				APR 29 1952
PHOTO-LITHO			APR 18 1952	MAY 8 1952
BLUEPRINT STRIPPING, OPAQUING			MAY 29 1952	
HAND COLOR PROOF		2		
ARTIST DEPT.		11		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

MAGEOVER
Charge to LWS LE Dept.
MAY 29 1952
JUN 10 1952

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH508 ✓ ORDER NO. 73078 DATE 4-7-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER CAMPBELLSVILLE CHRISTIAN CHURCH
CAMPBELLSVILLE, KENTUCKY

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes (No) Copyright in Plate Yes No
Title in full

(All of this on address side)
FRONT NO. 5 R. M. (Yes) No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer (C. T. Imprint) No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

TAKE OUT TELEPHONE POLE & WIRES. USE PHOTO FROM 2B139, TAKING OUT MAIL BOX AND OLD BULLETIN BOARD. PUT IN NEW BULLETIN BOARD AS SHOWN ON CHURCH PROGRAM.

COLOR DESCRIPTION

SEE COLOR SLIDES OF CHURCH FOR COLORS, AS NO YELLOW ON CHART EXACTLY MATCHES THE COLOR OF BRICK.

RETURN PHOTO YES NO

RETURN KODACHROMES

Returned 2 Kodachromes 6-24-52 B.

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

(x)

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH509 ORDER NO. 73079 DATE 4-7-52

DEPT. RETOUCHING / ENGRAVING / PHOTO LITHO / COMPOSING / LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER HAROLD'S JUVENILE SHOES
BROOKLYN, NEW YORK

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate (Yes) No Copyright in Plate Yes No

Title in full
HAPPY BIRTHDAY FROM HAROLD'S
JUVENILE SHOES - 1017 FLATBUSH AVE.
BROOKLYN 26, N.Y.

(All of this on address side)

FRONT NO. 5 R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer (C. T. Imprint) No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH.

COLOR DESCRIPTION

FOLLOW SKETCH.

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

Ret. 6½
Sent NL 107 G. 4-2-52 Ret
L.A. 10

as guaranteed

WOK

Red Lipman

(F)

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 2CH510 ORDER NO. 73082 DATE 4-7-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER OFFIE LITES STUDIO
PINE BLUFF, ARKANSAS

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full PLACE TO BEST ADVANTAGE:

SOUTHSIDE BAPTIST CHURCH
PINE BLUFF, ARK.

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center
ALONG LEFT EDGE OF MESSAGE SPACE:
PHOTO BY OFFIE LITES

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

REMOVE WINDOW FAN ON BLDG.. HAVE GRASS IN FRONT OF CHURCH SAME COLOR ALL THE WAY ACROSS ELIMINATING THE LONG SHADOWS.

COLOR DESCRIPTION

CHURCH BLDG. RED BRICK WITH WHITE TRIM. ROOF GREY. STEEPLE WHITE. WINDOWS ON LEFT OF STEEPLE MULTIE COLOR PANES. STAINED GLASS WINDOWS ON RIGHT OF STEEPLE -GOLD CENTER TRIMMED IN DARK GREEN. SIGN - BLACK & WHITE. LAMPS AT ENTRANCE WAY - AMBER GLASS WITH A DARK METALLIC CONE TOP.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED TO

PHOTO USED FOR

3M—8-16-50

X

G 849

Ref. 5½
E.C 107 1½
L.O. 9

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH511 ORDER NO. 73087 DATE 4-7-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER REILLY MOTEL
GREYBULL, WYOMING

25 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full (SEE COPY)
REILLY MOTEL - GREYBULL, WYOMING

(All of this on address side) 3 SIDES
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH, EXCEPT BRING OUT DOORS IN 3 PLACES X'D ON TISSUE OVER SKETCH.

MAKE PHOTO OF NEGATIVE.

COLOR DESCRIPTION

FOLLOW SKETCH.

RETURN PHOTO YES NO

RETURN NEGATIVE TO CUSTOMER.

PHOTO RETURNED TO

PHOTO USED FOR

2M—8-16-50

X

Ok Blue Impression

6

NO. 2CH-512

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 73313

DATE 4-7-52

25 M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER-BORDER

TITLE IN FULL

AMERICAN BROADCASTING COMPANY
(KECA), VINE STREET, HOLLYWOOD,
CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES ~~to come~~

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

EXTRA PHOTO AND PHOTO POST CARD. CROP AS MARKED.

FOLLOW TISSUE OVERLAY

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

for proofing envelope - to Bill S.

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 15 1952	~~APR 16 1952~~ APR 28 1952 MAY 29 1952
SKETCH				
RETOUCHING		6½	APR 7 1952	APR 15 1952
REPHOTO				MAY 5 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 29 1952	
HAND COLOR PROOF	107	2		5-7-52
ARTIST DEPT.		11		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

NO. 2CH-513

GULF STREAM CARD & DISTRIBUTING CO.,
MIAMI, FLORIDA

ORDER NO. 73314

DATE 4-7-52

25 M POST CARDS C.T.ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

RIVERSIDE BAPTIST CHURCH, LOCATED AT S.W. 9th AVE. & 1st STREET, MIAMI, FLORIDA

PRIVATE # BEFORE TITLE: M.59

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES-~~To come~~

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date mb

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 15 1952	~~APR 16 1952~~ APR 28 1952
SKETCH				
RETOUCHING		4½	APR 8 1952	APR 15 1952
REPHOTO				
PHOTO-LITHO			APR 29 1952	MAY 8 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	104	1½		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH514 ORDER NO. 73094 DATE 4-8-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED

CUSTOMER ERIN MUSICAL BAR AND CAFE
ATLANTIC CITY, NEW JERSEY

25 M POST CARDS SIZE $3\frac{1}{2}$ X $5\frac{1}{2}$ STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

ERIN MUSICAL BAR AND CAFE
BOT: 123 SOUTH ARKANSAS AVE., ATLANTIC CITY, N.J.

(All of this on address side)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

TAKE OUT 2 CALVERT RESERVE SIGNS AT CEILING TOWARDS REAR OF BAR. TAKE OUT SIGN ON LEFT WALL TO LEFT OF ROUND MIRROR, NAME ON PHOTO, CIGARETTE MACHINE AT LEFT.

COLOR DESCRIPTION

FOLLOW COLOR INSTRUCTIONS ATTACHED.

RETURN PHOTO YES NO

PHOTO USED FOR

3N—8-16-50

Pat 61
105
AC 2-2
KO 11

Add'l Charge
8.25 net

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 2CH515 ORDER NO. 73095 DATE 4-8-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

CUSTOMER TRAILERS ON THE GULF
ST. PETERSBURG, FLA.

6½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IN WATER FOREGRD:
TRAILERS ON THE GULF
ST. PETERSBURG, FLORIDA

(All of this on address side)

FRONT NO. 5 R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer (C. T. Imprint) No Imprint

Side — Center

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Blue Print — (Handcolor) — Black & White Proof. Titles — Red, Blue

FOLLOW TISSUE OVERLAY.

COLOR DESCRIPTION

FOLLOW TISSUE OVERLAY.

PHOTO RETURNED TO

PHOTO USED FOR

3M--8-15 50

Ret. 7

NO. 2CH-516

DISTRIBUTED BY DUNN STATIONERY AND SUPPLY,
TITUSVILLE, PA.

ORDER NO. 73327

DATE 4-8-52

12½M POST CARDS C.T. ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

KRAFFERT SWIMMING POOL, BURGESS PARK, TITUSVILLE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

RETOUCHING AND COLOR DESCRIPTION

BUILDING - WHITE STUCCO, GREEN ROOFS. LIGHT SILVER COLOR FENCE AND RAILING. LIGHT CEMENT POOL & WALK AROUND THE POOL. LIGHT SILVER GRAY DIVING PIER & LIFE GUARD STAND IN LEFT BACKGROUND. STAND ON EXTREME LEFT BACKGROUND-WHITE, GRAY AND BROWN STONE COLUMN GREEN LAWN IN FOREGROUND AND GREEN FOLIAGE ON TREES. WATER IS BLUE. GREEN SEATS AND CHAIRS ON LEFT.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 11 1952	APR 15 1952
SKETCH				
RETOUCHING	2	2½	APR 10 1952	APR 11 1952
REPHOTO				APR 29 1952
PHOTO-LITHO			APR 18 1952	
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	116	13½		
ARTIST DEPT.		9½		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 2CH517 ORDER NO. 73103 DATE 4-9-52

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

PHOTO RETURNED TO

CUSTOMER DR. T.A. BRULTE
MONROE, LOUISIANA

12½ M POST CARDS SIZE 3½ X 5½ STYLE ART COLORTONE FULL FAC 3 SIDES

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full IN LOWER PANEL:
DR. T.A. BRULTE - OP-TOM-E-TRIST
320 DESIARD ST. MONROE, LOUISIANA

(All of this on address side)
FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint
Side — Center

RETOUCHING DEPARTMENT
Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

FOLLOW SKETCH WITH THESE CORRECTIONS: COLORING ON LEFT WALL OF RECEPTION ROOM SHOWING THROUGH PLATE GLASS~~S~~ SHOULD BE DARK AQUA GREEN INSTEAD OF A PINKISH BRICK COLOR AS ON SKETCH. GOLD LEAF NAMES SHOULD BE LEGIBLE. THE RUBBER MAT ON SIDE WALK IS WIDER THAN MEASUREMENTS CUSTOMER ORIGINALLY GAVE. LENGTH EXACTLY SIZE AS DOOR.

COLOR DESCRIPTION

FOLLOW CORRECTED SKETCH.

RETURN PHOTO YES NO

PHOTO USED FOR

3M—8-16-50

97868 Ref. 6
H.C. 13/4
L.A. 9½

NO. 2CH-518

READMORE NEWS CO., LOUISVILLE, KY.

ORDER NO. 73336

DATE 4-9-52

25 M POST CARDS C.T.ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

LOUISVILLE GENERAL HOSPITAL,
LOUISVILLE, KENTUCKY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

BUILDING IS YELLOW PRESSED BRICK WHICH IS A VERY LIGHT YELLOW. WHITE WOODWORK AT EXTENSION NEAR TOP. WHITE WINDOW FRAMES. DOWN SPOUTS ARE WHITE. SMOKE STACKS ARE BLACK. ROOF IS BLACK TAR MOSTLY-ONE OR TWO BUILDINGS HAVE RED TILE ROOF, ALTHO DOES NOT SHOW ENOUGH TO MATTER.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

Executive OK of Estimate
By
Date

ESTIMATE
AND WORK SCHEDULE

Cost Dept. Checked
By
Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up				~~APR 16 1952~~ APR 28 1952
SKETCH				
RETOUCHING		4½	APR 10 1952	
REPHOTO				MAY 12 1952
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			APR 29 1952	
HAND COLOR PROOF	107	134		5-13-52
ARTIST DEPT.	20	10		

DATE BLUEPRINT OK'D
By
DATE HAND COLOR PROOF OK'D

DATE Filed
By
DATE Photo Returned to Customer

RUPPENTHAL'S STUDIO AND THE CAMERA SHOP, BERKELEY SPRINGS, W.VA.

NO. 2CH519

ORDER NO. 73107

DATE 4-9-52

25 M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

FAIRFAX STREET, LOOKING NORTH TOWARD CASTLE, BERKELEY SPRINGS, W.VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

SEE KODACHROME FOR COLOR GUIDE. MAKE AS IN FALL COLOR FOR THE BACKGRD MOUNTAIN.

FOLLOW INSTRUCTIONS ATTACHED.

BE SURE TO TAKE OUT ALL CARS.

RETURN KODACHROME.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO yes

ENVELOPE PHOTO TICKET

ATTENTION: 3 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

2CH699

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 14 1952	APR 15 1952
SKETCH				
RETOUCHING		4½	APR 10 1952	APR 14 1952
REPHOTO				
PHOTO-LITHO			APR 18 1952	MAY 2 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	2		5-5-52
ARTIST DEPT.		10½		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer 8/28/52 OK

NO. 2CH520

RUPPENTHAL'S STUDIO AND THE CAMERA SHOP, BERKELEY SPRINGS, W.VA.

ORDER NO. 73107

DATE 4-9-52

25 M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER-BORDER

TITLE IN FULL

WOODMONT ROD AND GUN CLUB - CLUBHOUSE, NEAR BERKELEY SPRINGS, W.VA. AND HANCOCK, MD.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUST.

RETOUCHING AND COLOR DESCRIPTION

COLOR STONES (OLD STONES)
ROOF
FLOWERS ARE DOGWOOD
WOODWORK, WHITE.

USE FULL WIDTH OF PHOTO BUT CUT FROM EITHER TOP OR BOTTOM TO LOOK IN PROPORTION.

SUBMIT: RET. PHOTO REPHOTO B. L. & W. PROOF HAND COLOR PROOF YES RETURN PHOTO

ENVELOPE PHOTO TICKET

SX7

ATTENTION

3

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

2CH699

Executive OK of Estimate

By

Date

ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.	EST. TIME Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, Type Set Up			APR 22 1952	MAY 3 1952
SKETCH				
RETOUCHING		3 1/4	APR 16 1952	APR 22 1952
REPHOTO				
PHOTO-LITHO			MAY 6 1952	MAY 14 1952
BLUEPRINT STRIPPING, OPAQUING				
HAND COLOR PROOF	107	1 1/2		5-15-52
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer